

**CENTRE OF INFORMATION TECHNOLOGY**



**Research Project Report**

**Digital marketing factors that impact on Small  
to Medium-Sized Enterprises in India**

**Submitted by**

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**Statement of authenticity**

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I certify that this is all my work, except for those parts identified for which references have been made. Student Signature: Anju Vallomparambil Sebastian

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# Glossary

Terms	Definition
SME	Small and Medium Enterprises
PRISMA	PRISMA stands for Preferred Reporting Items for Systematic Reviews and Meta-Analyses. It is an evidence-based minimum set of items for reporting in systematic reviews and meta-analyses. The aim of the PRISMA Statement is to help authors improve the reporting of systematic reviews and meta-analyses.
DMM	Digital Marketing Model(researchers own work) defines that a model that helps an organization to apply digital marketing factors in digital business more effectively
SMM	Social media marketing is the use of social media platforms and websites to promote a product or service.
SEO	Search engine optimization (SEO) is the process of improving the quality and quantity of website traffic to a website or a web page from search engines.
PPC	A model of internet marketing in which advertisers pay a fee each time one of their ads is clicked
RQ	Research Question
SQ	Survey Question

# ABSTRACT

The adoption of technology for marketing is essential for the survival of Small and Medium-scale enterprises (SME). SMEs have been choosing various digital marketing methods to enhance their business. This research aims to study the influence of digital marketing in SMEs in India and identify the factors that influence SMEs to explore Digital Marketing in their business. Also discussed business performance, online sales, and after-sales of SMEs in the influence of Digital Marketing. This project adopts a quantitative research method. The survey was conducted with the help of Qualtrics. The survey link was distributed to the respondents through online platforms. The collected data was analyzed, and the results presented a new digital marketing model for SMEs.

The essential digital marketing factors identified in this research are website traffic, social media marketing, search engine optimization, pay per click, mobile marketing, and email marketing. These digital marketing factors have a positive influence on SME's business performance, online sales, and after-sales. The research introduced a digital marketing model(DMM) for SMEs that makes a significant impact on the overall performance of SMEs.

## *Keywords*

Digital marketing, SME, Digital Marketing Factors, Digital Marketing Model, India

# 1. Introduction

## 1.1 Introduction

In this digital era, digital marketing is significant for small and medium scale businesses. The research estimates the usefulness of digital marketing in SMEs. How digital marketing is making an influence on business performance, online business, and aftersales of SMEs. Digital media demands marketers to understand how consumers are using the web and collect information related to the decision-making processes through digital media. Without digital marketing, it's now impossible to compete and grow SME businesses. The digital marketing model develops digital strategies and implements innovative and robust digital marketing methods to enhance SME's business.

This research shows a clear picture of digital marketing factors that affect Small to Medium-Scaled Enterprises in India. Study also exhibit digital marketing impacts on SMEs in business performance, online sales and after-sales.

## 1.2 Research Objectives

There are some studies to recognize the elements that give to the adoption of digital marketing. These all are limited to particular regions and cannot be comprehensive for SMEs. This study aims to examine the elements that impact SMEs to adopt digital marketing for their business. The main research objectives are as follows,

- ❖ Digital marketing factors that affect Small to Medium-Scaled Enterprises in India
- ❖ Digital marketing impacts on SMEs in business performance
- ❖ Digital marketing influence on SME's with online sales
- ❖ Digital marketing influence on SME's for after-sales.

## 1.3 Report Layout

The competition in digital marketing is very high in this era. To survive in this competitive market, it is essential to understand the digital marketing factors that impact the business's overall performance. This report contains six chapters and explained below:

Chapter 1 discusses the objective and background of this research.

Chapter 2 contains the findings in the existing literature. The PRISMA literature review has been performed for 60 previous articles in a related area. The literature review forms the basis for the research. The finding through the literature review resulted in establishing the research motivation.

Chapter 3 discusses the research design. The research questions are revisited, and formulated hypotheses are presented in this chapter. A mapping among the researcher questions, the hypotheses, and the hypotheses-testing methods are also presented and discussed. The core research methods and the framework to establish the research process are part of the discussion in this chapter.

Chapter 4 explains the survey data analyses. Descriptive analysis, and Chi-Square analysis, have been performed to test the relationship between variables.

Chapter 5 presented the discussion on the result obtained.

Chapter 6 includes the conclusion of this research.

## 2. LITERATURE REVIEW

### 2.1 Introduction

Digital marketing outlines the practice of technologies in marketing plans. A business performs with marketing products, services, data, and concepts through the Internet, mobile phones, display advertising, and other e Medium. Digital marketing provides more opportunities for SMEs to attract new customers and reach existing customers more efficiently. Studies illustrate that SMEs faced many problems to succeed; some of the issues are a lack of potential customers, not getting a good position on Google, and unawareness of their product and brand in society (Jelfs & Thomson, 2016). These issues are addressed with a fully optimized website, enough traffic to the site, SEO, and social media (Jelfs & Thomson, 2016). Some digital marketing factors impact Small to Medium-Scaled Enterprises. Many scholars investigated these factors; some aspects appear repeatedly. Those factors are social media marketing, website traffic, search engine optimization, google ads, pay per click advertisements, mobile marketing, and email marketing. This literature review will investigate how these factors lead to Business performance, online sales, and after-sales of SMEs.

This chapter presents the findings from the appropriate literature on digital marketing in SMEs. Section 2.2 illustrates the PRISMA literature review process. PRISMA stands for Preferred Reporting Items for Systematic Reviews and Meta-Analyses. It is an evidence-based minimum set of items for reporting in systematic reviews and meta-analyses. The aim of the PRISMA Statement is to help authors improve the reporting of systematic reviews and meta-analyses. The PRISMA Checklist serves as an outline for the systematic literature review report.

The following areas in the literature review focus on the digital marketing factors that impact SMEs. This section also discusses digital marketing factors such as Website traffic, Email Marketing, Social Media Marketing, Mobile Marketing, Pay-per-Click, SEO, and its connection with SME's Performance, Online sales, and after-sales. This section ends with the conclusion of the systematic literature review.

## 2.2 Literature Review Protocol

The following Literature Review Protocol tables show the literature review protocol and set out the methods to be used in the review, and provide an explicit plan for the literature review. Table 2.1 also includes the review question, inclusion criteria, search strategy, study selection, data extraction, quality assessment, data synthesis, and plans for dissemination that should be addressed.

Table 2.1 Literature Review Protocol

Questions	Answer Summary
• Background.	Study the impacts of digital marketing on the performance of SMEs.
• Research question(s)	What are the digital marketing factors that impact Small to Medium-Sized Enterprises?
• Search strategy	An online search was performed through One search, Google Scholar, EBSCOhost, and ScienceDirect. This included the keywords digital marketing, SMEs, influence, impact, social media marketing, website traffic, email marketing, Mobile marketing, Search engine optimization, Pay-Per-click combined with an appropriate Boolean logical operator such as "OR," "AND" to ensure a sensitive search strategy
• Study selection criteria.	Inclusion criteria include factors such as Full-Text, published within the selected period (2015-2020), published in the above-selected database, articles in English, Keywords: digital marketing + SMEs + influence + impact, Related with the six factors such as social media marketing, website traffic, email marketing, mobile marketing, Pay-Per-click, and SEO, Peer-reviewed articles and exclusion criteria include factors such as uncompleted studies, Non-English, outside the selected time, In others, unrelated databases, Not academic peer-reviewed articles, not accessible
• Study selection procedures.	Preliminary screening of those articles is done by analysing the summary, abstract, and conclusions—selected articles by considering its relevance to the research topic and inclusion criteria.
• Study quality assessment checklists and procedures.	Analyse its research question, literature review, the samples and variables used, the results, and the conclusions. Check the relevance of selected articles related to the research topic and keywords. Moreover, the chosen articles must be detailed in informing the reader of its aims, sample, trustworthy findings, research designs, criteria and criteria measures, data analysis, discussion, and conclusions.
• Data extraction strategy.	Data extraction tailored to the review. The first stage of data extraction is to plan the different subheadings in the literature

	Reviews. Second, identify the data to include in each subtopic. The literature review provided a realistic interpretation of the selected articles. All the selected articles were added in the Endnote. The articles' Identification features are the author, article title, citation, and journal article. Study characteristics include objectives of the study, Study design, Study inclusion, and exclusion criteria.	
• Synthesis of the extracted data.	The collation, combination, and summary of individual studies' findings in the systematic literature review are done quantitatively using meta-analysis.	

## 2.3 Execution of Literature Review

This section explains how the literature review is executed based on the literature review protocol.

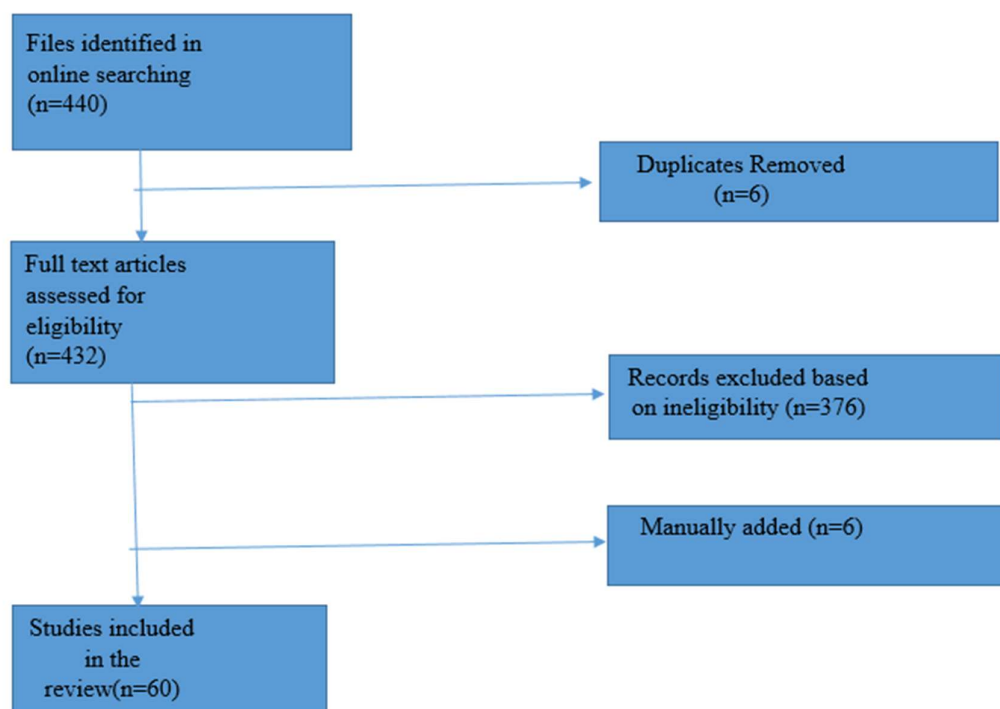


Figure 2.1 PRISMA flow chart

Sixty articles published between 2015-2020 were collected for this literature review. An online search was performed through Onesearch, Google Scholar, EBSCOhost, and ScienceDirect. This search is based on the keywords Digital marketing, SMEs, influence, impact, social media marketing, website traffic, email marketing, Mobile marketing, Search engine optimization, and Pay-Per-click combined with an appropriate Boolean logical operator such as "OR," "AND" to ensure a sensitive search strategy. The search strategy returned 440 articles after the preliminary screening of those articles using a summary and abstract check, 250 were excluded, and 6 duplicates were removed. As per the inclusion and exclusion criteria, 56 articles remained. Furthermore, the researcher added four papers consistent with this research question and inclusion criteria, as these papers are related to the relevant area. Sixty articles were reviewed for this research.

## 2.4 Literature Review Mind Map

Figure 2.2 is a literature review mind map; it hones literature review topics concisely and presents them visually. This map provides a better overview of the literature reviews related to the main topic, digital marketing in SMEs. This map also shows the connections between the main heading and subheadings in the literature review. Subheading covers various topics that include different digital marketing factors and SME's performance.



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Figure 2.2: Literature map

## 2.5 List of articles in PRISMA literature review

Table 2.2 listed the articles reviewed in this chapter. This table summarizes 60 literatures related to Digital Marketing in SMEs. This provides an overview of the key finding, research area, and research methods of each literatures in this chapter.

Table 2.2 List of articles in PRISMA literature review

AUTHOR & Year	ARTICLE NAME	KEY FINDINGS	RESEARCH AREA	RESEARCH METHOD
(Madlenak, Madlenakova, & Svadlenka 2015)	Analysis of Website Traffic Dependence on Use of Selected Internet Marketing Tools.	Relevant Internet marketing tools increase the number of visitors to the business website. Google Analytics, Facebook insights tool, and statistical methods of correlation analysis recognize visitors' dependence on the website.	Analysis of Website Traffic Dependence	Qualitative
(Oberoi, Patel, & Haon, 2017)	Technology sourcing for website personalization and social media marketing: A study of e-retailing industry	E-retailers require various technology sourcing methods for website personalization. This study measures their dependent variable The mixed technology sourcing for website personalization directs to higher sales performance.	Technology sourcing for Website personalization	Quantitative
(Di Fatta, Patton, & Vigila, 2018)	The determinants of conversion rates in SME e-commerce websites	The websites impact conversion rates with effective management of promotions and quality as well.	Conversion rate with the help of web retailing in SMEs	Qualitative
(Tervaskanto, & Liisa, 2018)	Website to SME with sustainable business: A case study for a LED lighting company	A novel, visually unique, and a responsive website helps a business brand enhance its competitive place nationally.	Develop a website, E-commerce, SME.	Qualitative
(Kakalejckik, Bucko, & Danko, 2020)	Impact of direct traffic effect on online sales	The authors introduced the term direct traffic effect. The organization creates awareness among potential customers by providing them a great customer experience during the first interactions online.	Direct traffic effect on online sales	Quantitative
(Vaughan, & Yang, 2015)	Web traffic and organization performance measures: Relationships and data sources examined	Web traffic is used as a display of academic quality and business performance. There are essential correlations among Web traffic data and organizational performance measures.	Web traffic and organization performance measures:	Qualitative

(Karimi, & Naghibi, 2015)	Social media marketing (SMM) strategies for small to medium enterprises (SMEs)	Building and attracting value through social media SMEs achieve an online reputation, brand awareness, communicating with customers with Social Media Marketing.	SME, Social Media, Social Media Marketing	Qualitative
(Ebrahimi, Hajmohammadi & Datis Khajeheian, 2020)	Place branding and the moderating role of social media	Social media is a platform for planning travels. Customers use social media to share their experiences.	Place branding of a tourism destination with social media.	Quantitative
(Ananda, Hernandez & Lamberti, 2017)	SME fashion brands and social media marketing: From strategies to actions	Fashion brands should focus on the delicate balance among the brand's attractiveness and availability with their social media marketing exposure.	Social media marketing, social media marketing activities, brand communities, ME fashion brands	Quantitative
(Salam, & Hoque, 2019)	The role of social media and the effect of relationship marketing on SMEs performance in Bangladesh: multi-group CFA	Social media practices and the Relationship management approach is linked to improving the performance of SMEs.	Relationship Marketing, Organizational Culture, Performance, Small, and Medium Enterprises.	Qualitative
(Atanassova, & Clark, 2015)	Social media practices in SME marketing activities: a theoretical framework and research agenda	The systematic development of marketing practices through social media is measured as the key facilitator of value creation.	SME marketing, social media, dynamic capabilities	Quantitative
(Faizal, & Yusoff, 2018)	The mediating effect of social media marketing adoption between competitive intelligence and SME performance	Social media marketing acceptance refers to the connection between competitive intelligence and SME performance. An active strategy with social media helps an organization to place itself in a marketplace positively.	Social media marketing adoption, SME performance	Quantitative
(Stockdale, Ahmed & Scheepers, 2015)	Identifying business value from the use of social media: an SME perspective	The two essential steps of scheduling social media marketing are winning potential customers and assessing the worth of the business's social media activity.	Social media, SMEs, business value, customer engagement	Quantitative
(Samiaji, & Sarosa, 2015)	Adoption of social media networks by Indonesian SME: A case study	The research used Active Network Theory to explain the adoption of social media. Theory shows a picture where adoption is a social process, and it creates a social network for business.	Innovation within SMEs, Active Network theory, Social media networks.	Qualitative

(Zhang, Kumar, & Cosguner, 2017)	Dynamically Managing a Profitable Email Marketing Program.	There is a positive correlation between email open and purchase behaviours. Firms should look at customers' purchase behaviours in addition to their email response rates.	Email systems in marketing, Client behaviour, business profits	Qualitative
(Budac, & Camelia, 2016)	Theoretical Approaches on Successful Email Marketing Campaigns.	Email marketing has a higher efficiency than other marketing methods due to some elements such as low costs, high conversion rate, better measurability, segmentation, and personalized addressing.	Direct e-marketing Consumers Cost analysis Market surveys Economic activity	Qualitative
(Angela, & Harris, 2019)	How to Improve Your Company's Email Marketing Campaigns	Email content should not be 100 percent sales-driven; email marketing excellently accomplishes two primary goals. One is to maintain relationships with existing customers, and the second is to convert leads into paying customers.	Electronic mail systems; HVAC equipment; Email marketing; Telemarketing	Qualitative
(Hudák, Kianičková, & Madleňák, 2019)	The Importance of Email Marketing in E-commerce	Optimization of the advertising emails' content improves clarity and readability and contributes to the positive perception of the Email content.	Email marketing; e-commerce; newsletter; eye-tracking	Quantitative
(Todor, & Raluca, 2017)	Promotion and communication through email marketing campaigns	Email marketing campaigns are highly suitable methods for promoting offers and communicating with customers.	An email marketing campaign, marketing automation, direct marketing	Qualitative
	Turning email leads into paying customers using the powerful hidden influences of nurture emails	Nurture emails have an advantage over many other marketing approaches, particularly for warming up leads.	Decision making; marketing; business; customer relations	Quantitative
(Pavlović, & Ognjen, 2015)	Effective use of email marketing on example of small and medium-sized enterprises in Serbia	Email marketing in company strategies increases sales, customer relationships, and new product marketing. Email marketing is a tool of direct marketing has a lot of space for further development.	Email marketing, Communication strategies.	Quantitative
(Eze, Chinedu-Eze, Bello, Inegbedion, Nwanji, & Asamu, 2019)	Mobile marketing technology adoption in service SMEs: a multi-perspective framework	The practice of mobile marketing helps SMEs to improve their sales promotion plans, which will result in the success of products, services, and sales	SMEs, TOE, Mobile marketing technology	Qualitative
(Kabanda, & Brown, 2017).	A structuration analysis of Small and Medium Enterprise (SME) adoption of E-Commerce: The case of Tanzania	Mobile technology, especially mobile payment services, fulfill SME's transactional and business needs to a great extent.	E-Commerce Structuration theory SMEs	Mixed method

(Omondi, 2017)	Impact of Digital Marketing on sales growth of small and medium enterprises in Nairobi, Kenya	SMS marketing, as digital marketing techniques, affected SME's sales progress to a moderate extent. There is a price to send SMS to the potential customer	SMS marketing, mobile marketing channels	Mixed-Method
(Da Silva, Neto, Luna, Oliveira Cavalcante, & De Moura, 2018)	Mobile marketing: an approach to advertising by SMS	The companies should concentrate on the content and usefulness of advertising messages to the audience.	Mobile Marketing. SMS Marketing. Mobile Advertising	Quantitative
(Tong, Luo, & Xu, 2020)	Personalized mobile marketing strategies	Mobile products are promptly renovated into digital services to satisfy consumers' requirements via m-commerce, mobile apps, mobile social, mobile streaming, mobile wallets, and virtual assistants. Adopting a brand's mobile application enhances brand purchase behaviours among the audience.	Mobile marketing, Mobile personalization. The mobile marketing mix, Artificial intelligence	Qualitative
(Mirbagheri, & Hejazinia, 2010)	Mobile marketing communication: learning from 45 famous cases for campaign designing	Marketing communication mix and mobile marketing communication tools increase the chances of business success.	integrated marketing communication (IMC), mobile marketing, campaign designing	Qualitative
(Berman, 2016)	Planning and implementing effective mobile marketing programs	The main strategic benefits of mobile marketing are that mobile marketing devices are always on, always connected, and always with the consumer, generating location-sensitive offers; and sending relevant personalized messages and offers.	Mobile and Smartphone marketing.	Qualitative
(Shareef, Dwivedi, Yogesh Kumar & Uma, 2017)	Content design of advertisement for consumer exposure: Mobile marketing through short messaging service	Consumer segmentation and target marketing are the most effective ways to converse with customers via promotional marketing conducted by mobile phone SMS.	SMS Consumer Exposure Promotional marketing Advertisement Mobile marketing	Quantitative
(Gao, Sultan, Fareena Rohm, & Andrew, 2010)	Factors influencing Chinese youth consumers' acceptance of mobile marketing	Risk acceptance and personal attachment is essential in influencing mobile marketing acceptance and support regular mobile phone usage.	Mobile communication system, customer behaviour	Quantitative
(Baye, De Los Santos, & Wildenbeest, 2016)	Search engine optimization: what drives organic traffic to retail sites?	Quality and brand awareness of the website increases organic clicks through both a direct and an indirect effect.	Search Engine Optimization, Organic Traffic to Retail Sites	Qualitative

(Lopezosa, Carlos Codina, Lluís Gonzalo-Penela, & Carlos, 2019)	Off-page SEO and link building: General strategies and authority transfer in the digital news media	Link building strategies and link buying help SEO companies to provide their clients with websites with greater authority.	SEO; Off-page SEO; Web positioning; Link building	Qualitative
(Rahu, Depar, Daudpoto, Talpur, Rind, & Das, 2016)	Extending off-page search engine optimization (SEO) techniques based on google SEO techniques model	SEO off-page optimization technique has been employed to get dynamic websites indexed in major search engines, including Google	Search Engine Optimization (SEO), Off Pages Optimization, Ranking Position, SEO Techniques, Website promotion	Qualitative
(Tomasi, & Li, 2015)	Influences of search engine optimization on the performance of SMEs: A qualitative perceptive	SEO techniques help small enterprises to compete with large and reputed companies on search results.	search engine optimization, SME	Qualitative
(Mutanu, 2017)	Digital Marketing Strategies and Marketing Performance of Top 100 Small and Medium Enterprises (SMEs) in Kenya	Search engine optimization increased the number of unique visitors to websites and social media sites.	Digital Marketing Strategies, Marketing Performance, SEO	Quantitative
(Zhang, & Cabage, 2015)	Search engine optimization: Comparison of link building and social sharing	Social media can be an effective method for quickly building traffic, especially for events; however, link building provides a better return on investment in the long run.	Search engine optimization, link building, social sharing	Quantitative
(Kapoor, Dwivedi, & Piercy, 2016)	Pay-Per-Click Advertising: A Literature Review	PPC is a leading strategy for internet advertising. Simplicity, measurability, and accountability are the key elements of PPC. The element of click fraud is connected with PPC advertising.	Advertising, Digital Marketing, Internet Marketing, Pay-Per-Click, Search Engine	Qualitative
(Khraim, 2015)	The Effect of Using Pay Per Click Advertisement on Online Advertisement Effectiveness and Attracting Customers in E-marketing Companies in Jordan.	Pay-per-click advertisements (PPC) have a direct effect on attracting customers and online promotions.	Pay Per Click (PPC), Online Advertisement effectiveness, attracting customers	Quantitative
(Giri, 2016)	Pay Per Click-An innovative Advertising tool	The Ad campaign is an important section of online advertising. PPC aids in advertising a company's product from the manufacturer to the customer.	Pay per click, Promotions online	Quantitative
(Nuara, Trovo, Gatti,& Restelli, 2018)	A combinatorial-bandit algorithm for the online joint bid/budget optimization of pay-per-	AdComB, an algorithm capable of deciding the values of the bid and automatically the budget to set in an advertising campaign to maximize online	Pay-per-click, online joint bid/budget optimization	Quantitative

	click advertising campaigns	fashion, the campaign's value given a spending plan.		
(King, Abrahams, & Ragsdale, 2015)	Ensemble learning methods for pay-per-click campaign management	Studies proved that ensemble learning techniques could predict profitable pay-per-click campaigns and increase the profitability of the overall portfolio of campaigns	pay-per-click campaign management, Pay-per-click advertising, Ensemble modelling	Qualitative
(Putu, Lismayasari, & Dian, 2020)	Halal perspective: a concept promotion culinary through digital marketing to improve SMEs performance in Batam	Digital marketing has a positive impact on enhancing SME's performance.	Halal Culinary promotion, Digital Marketing, SMEs Performance	Qualitative
(Prithvi, 2020)	Digital marketing and Indonesia's youth entrepreneurs' business	Digital marketing implementation relates positively to the youth entrepreneur's business achievements, such as increased sales and profit, enlarged market share, deepen customer loyalty, and escalated competitive advantage.	Digital marketing, Start-up business, Business performance, SMEs, youth entrepreneur.	Quantitative
(Nuseir, Mohammed, 2018)	Digital media impact on SMEs performance in the UAE	The SMEs can digitize major activities and procedures through internet media and improve their business performance by increasing their customer base, effective and instant communication, finding new markets, strengthening advertising and marketing campaigns, and converting speedily growing social media in their favour.	Digital media, Small and medium-sized enterprises, Marketing, Business performance, Digitizing of activities and procedures,	Quantitative
(Taiminen, & Karjaluo, 2015)	The usage of digital marketing channels in SMEs	The companies that have adopted digital marketing and made the necessary investments have also been able to take advantage of digital marketing tools. SMEs do not apply the new digital tools' full potential and are not benefitting fully from digital marketing.	Digital marketing, SMEs performance, Digital marketing channels.	Quantitative
(Omondi, 2015)	Impact of Digital Marketing on sales growth of small and medium enterprises in Nairobi, Kenya	Digital Marketing has a positive effect on SME's sales growth. Social Media offers a significant impact on SME's sales growth.	SME, Digital marketing	Mixed Approach
(Vikaliana, Harsanti, Desi, & Dewi, 2017)	A Cluster Model for Increasing Performance of Small and Medium-Scale	Marketing is the most challenging problem for SMEs in Bogor. The issue is addressed by building a	SMEs, the Cluster model	Quantitative



	Enterprises (A Case Study in Bogor, Indonesia)	cluster with Digital Marketing Center.		
(Phiri, 2020)	Exploring digital marketing resources, capabilities, and market performance of small to medium agro-processors. A conceptual model.	Possession of specific digital marketing resources and capabilities have a positive impact on the market performance of agro-processors.	Digital marketing, resources, capabilities, market performance.	Qualitative
(Westerlund, & Mika, 2020)	Digitalization, Internationalization, and Scaling of Online SMEs	Internationally oriented online SMEs differ from their domestically oriented peers. Online SMEs scale internationally through digitalization and partnering, customer relationship, and business process management.	Online SMEs, digital marketing	Quantitative
(Febriyantoro, & Arisand, 2019)	The Role of Digital Marketing in Improving Sales to SMEs in Dealing with ASEAN Economic Community	Digital marketing helps SMEs inform and interact directly with consumers. Online sales increase awareness for consumers.	Digital marketing, sales, ASEAN Economic Community.	Quantitative
(Duch-Brown, Grzybowski, Romahn, & Verboven, 2017)	The impact of online sales on consumers and firms. Evidence from consumer electronics	Selling products online allows retailers to expand their total sales.	Online Sales, market expansion effect, sales diversion	Quantitative
(Habib, & WH, 2019)	Development of an Online Sales Information System for SMEs Using Incremental Methods	The online sales information system increases the extent of promoting and selling of SME shoe products.	Information System, sales, online, shoes SMEs	Qualitative
(Di Fatta, Patton, & Viglia, 2018)	The determinants of conversion rates in SME e-commerce Websites	E-commerce websites positively impact conversion rates via careful management of online sales and online promotions.	conversion rate; web retailing; SMEs, online sales	Qualitative
(Qurratu'Aini, & Ayuningtyas, 2019)	Interests Influence of Digital Marketing Product Sales in Exports by SMEs in Bandung	Online sales allow marketers to build publications online. SMEs cost-effectively strengthen other communication activities via online sales.	Digital Marketing, Export Interest of Export Products, SMEs	Quantitative
(Vieira, de Almeida, Agnihotri, & Arunachalam, 2019)	In pursuit of an effective B2B digital marketing strategy in an emerging market	Content published on websites arouse the interest of potential customers and initiate new sales. Firms enhance the audience's interest in their products and services by creating an indexed search on Google Trends.	Inbound marketing, Paid media, Owned media, Earned social media, Sales, Customer acquisition	Quantitative
(Teixeira, Martins, Branco, Gonçalves, Au-Yong-Oliveira, & Moreira, 2017)	A Theoretical Analysis of Digital Marketing Adoption by Start-ups	Digital marketing is a vital technology for development, sustainability, and an increase in organizations' performance. Online sales options help to increase revenue from new customers.	Digital Marketing, Start-ups	Qualitative



(Wang, & Goldfarb, 2017)	Can Offline Stores Drive Online Sales?	In places where the retailer does not have a strong presence, the offline store's opening is associated with increased online sales and search.	Channels/distribution , integrated marketing, online/offline, informative advertising	Quantitative
(Yan, Zhao, & Liu, 2018)	Strategic introduction of the marketplace channel under spillovers from online to offline sales	The presence of spill-over from online sales, which can exert a stimulation or cannibalization effect on traditional sales, will qualitatively affect their online channel structure strategies.	Multichannel retailing, E-channel spill-over, Sales efficiency	Quantitative
(Jiménez, Sánchez, García, Sciavicco, & Miralles, 2017)	Multi-objective evolutionary feature selection for online sales forecasting	The combination of online sales and advertising generate a very high quantity of raw data that can be used for sales forecasting, taking into account not only sales figures and products characteristics but also online advertising campaigns	Online sales forecasting	Qualitative
(Chiguvi, & Douglas, 2020)	The Influence of After Sales Services on Marketing Performance in the Retail Sector in Botswana	Improving the delivery of after-sales services increases customer satisfaction, customer loyalty, and customer retention	after-sales services, customer satisfaction, customer loyalty, customer retention	Quantitative
(Laboureau, 2019)	A study of channels of communication in the field of After-sales service	Consumers request companies to provide them successful after-sales service with reactivity and qualified agent.	After-sales service, Customer support	Mixed method
(Sands, Ferraro, Carla Campbell, & Pallant, 2016)	Segmenting multichannel consumers across search, purchase and after-sales	Studies Provide new insights on the after-sales stage of the buying process. Multichannel consumers are split between the Internet and the store as their preferred after-sales channel. Social media is an essential channel for After-Sales.	After-sales, Retailing, Multichannel Channel management	Quantitative
(Zhao, Wang, Sun, Liu, Fan, & Xuan, 2019)	What Factors Influence Online Product Sales? Online Reviews, Review System Curation, Online Promotional Marketing and Seller Guarantees Analysis	Customers pay close attention to the product information conveyed by online reviews when making purchase decisions. Profit maximization is achieved by analysing customers' preferences, improving service promptly, and adjusting product design.	E-commerce, Online review, Promotional marketing, Product sales, Neural network.	Quantitative
(Erguido, Crespo, Castellano, & Flores, 2018)	After-sales services optimization through dynamic opportunistic maintenance: a wind energy case study	Optimize the incomes of after-sales maintenance services via implementing advanced multi-objective opportunistic maintenance strategies. Considering the specific user's needs and assessing both internal and external uncertainties that	After-Sales Services, Life Cycle Cost, Uncertainty Assessment, Dynamic Opportunistic Maintenance	Quantitative

		might condition the after-sales services' success.		
(Shokouhyar, Shokoohyar, & Safari, 2020)	Research on the influence of after-sales service quality factors on customer satisfaction.	This study demonstrates how different after-sales service quality elements like Proximity of service center, Modern looking equipment and fixtures, Convenient operation hours, and so on affect customer satisfaction. The results help companies to allocate their resources more efficiently.	After-sales services Quality elements	Quantitative
(Murali, Pugazhendhi, Muralidharan, 2016)	Modeling and Investigating the relationship of after-sales service quality with customer satisfaction, retention, and loyalty – A case study of home appliances business	After-sales service is a key revenue generator and competitive differentiator.	After-sales service, Customer satisfaction,  Customer retention.	Quantitative

## 2.6 Website Traffic

Digital marketing tools and statistical methods help to enhance the number of visitors to a business website. Google Analytics, Facebook insights tool, and statistical purposes examine the website (Madleňák, Madleňáková, Švadlenka, & Salava, 2015). All digital marketing tools are not required to increase traffic on a business website. On-page Search engine optimization, content optimization, figure on opponent's keywords, natural link building with other websites, off-page SEO, and adding social share buttons are some useful digital marketing tools (Madleňák et al., 2015). Website traffic, quality leads, and brand awareness are enhanced significantly with digital marketing tools and improve business performance. Customer experience with the website is enhanced with the help of website personalization. This study shows that mixed technology sourcing for website personalization increases sales performance for an organization. SMEs invest substantial resources to increase the percentage of website visitors that make a purchase, and this is also known as the conversion rate. Enhancing the conversion rate is an important feature for SMEs. A key factor that enhances the conversion rate is a strategy that emphasizes advertisement within the website (Di Fatta, Patton, & Viglia, 2018). A new, unique, and responsive website help an organization improve its brand and enhance its competitive place globally (Tervaskanto, 2018). Creating a good customer experience at the time of the first interaction online helps

make a significant brand awareness for an organization. Ninety percent of customers are not interested in purchasing during their initial visit to a business website (Kakalejčik, Bucko, & Danko, 2020). Online and offline marketing channels are included in the customer journey (Kakalejčik, Bucko, & Danko, 2020). There are direct traffic channels like visits from mobile apps or offline advertising sources and organic traffic (Kakalejčik, Bucko, & Danko, 2020). Organic traffic is the primary media that inbound marketing tries to improve. This traffic is defined as visitors from a search engine, such as Google or Bing (Kemmis, 2019). There is a correlation between web traffic data and organizational performance measures. The organization's customer services and performance are increased with web traffic (Vaughan, & Yang, 2015).

## 2.7 Social Media Marketing

Social media is mounting day by day. There are different types of social media, including Facebook, Google+, LinkedIn, Twitter, YouTube, and Vimeo. Social media marketing helps many businesses to grow. Social Media allows companies to engage customers effectively at low cost and higher productivity (Karimi & Naghibi, 2015). Social Media Marketing is the strengthening of word-of-mouth marketing, market investigation, overall marketing, knowledge building, novel product growth, consumer care, communication with employees, and status managing (Karimi & Naghibi, 2015). An effective social media marketing strategy helps an organization to position itself in a marketplace (Stockdale, Ahmed, & Scheepers, 2015). The success of brand awareness, web traffic, consumer constancy, search engine optimization, and new product launches also depends on social media marketing (Karimi & Naghibi, 2015). SMEs use social media to keep a smooth connection with all stakeholders for their survival and growth (Faizal, Nor, & Yusoff, 2018). Social media influence a tourism destination's business by branding and motivating vacationers to visit that destination (Ebrahimi, Hajmohammadi, & Khajeheian, 2020). Individuals practice social media to achieve data to make their travels and discuss their experiences through social media, for example, sharing, commenting, and recommending places (Ebrahimi et al., 2020).

SMEs fashion brands implement their social media marketing strategies with the aim of brand awareness. A social media marketing strategy considers the varying and fluctuating target market, outward pressure from opponents, and clients' social media (Ananda, Hernández-García, & Lamberti, 2017). Actor-Network theory shows that social media adoption is a social process, creating a social network for business (Ananda et al., 2017).

Preparation with social media tools is vital for keeping the flexibility to accommodate the market's needs that are developed from social media use (Sarosa, 2012).

## 2.8 Email – Marketing

Email marketing is a cost-effective digital marketing tool for small and medium-sized enterprises (Pavlović, 2018). Most business organizations use Email marketing to engage clients (Cosguner, Kumar, Zhang, & 2017). Email marketing is immensely used in retail and e-commerce, media, travel, and financial services (Todor, 2017). This kind of marketing does not contain a high budget (Zhang et al., 2017). Adding Email marketing in organizational strategies improves sales rate, customer relationships, and new product marketing (Pavlović, 2018). Studies proved that email marketing is a method of advertising, with instant results, both in trades, in the short term, and branding progress in a long time (Budac, 2016). The important thing to focus on for email marketing is that the businesses must be concerned with the target customers' requirements and make promotions with appropriate information to the users (Budac, 2016). Organisations should give more importance to understanding to whom the emails are directed so that emails are significant to subscribers' sections to whom they are communicated. This method uplifts the click to open rate and diminishes the unsubscribes percentage (Budac, 2016). Vital metrics analyse profitable email campaigns by considering aspects like delivery rate, open rate, and clickthrough rate (Hudák, Kianičková, & Madleňák, 2017).

Many business organizations consider behavioural marketing automation to be the next generation of digital marketing (Todor, 2017). An organization must understand the data points that are needed to track email performance. Some of these points are the number of outbound emails sent, the number of sent emails delivered to recipients' inboxes, the number of recipients who open an email to read it, Hard and Soft Bounces, Unsubscribes, and Click-Through (Todor, 2017). Email marketing has many openings for entrepreneurs and marketing experts, considering sales increase and building relations with customers (Pavlović, 2018).

## 2.9 Mobile Marketing

The set of practices that utilize mobile devices or networks and permits appropriate interaction among businesses and target customers is called Mobile Marketing (da Silva, Neto, Luna, de Oliveira Cavalcante, & de Moura, 2018). Mobile products are promptly renovated into digital services to satisfy consumers' requirements via m-commerce, mobile apps, mobile social, mobile streaming, mobile wallets, and virtual assistants (Tong, Luo, & Xu, 2020). The main advantages of mobile marketing are that mobile marketing devices are always active, always connected, and always with consumers, creating location-sensitive offers; and distributing appropriate, customized messages and offers (Berman, 2016). The growing use of mobile devices in society has meant that organizations have undertaken marketing actions via mobile platforms.

Vital mobile marketing communication tools are mobile websites, mobile applications, SMS, and MMS (Mirbagheri & Hejazinia, 2010). The right execution of mobile marketing-permission-based short-message-service (SMS) ads would benefit both customers and advertisers (Tong et al., 2020). Critical variables that attract consumers to open and read an SMS announcement are personalization, facilitating conditions, self-concept, and trust (Shareef, Dwivedi, Kumar, & Kumar, 2017). Companies should concentrate on the content and usefulness of advertising messages to an audience (da Silva et al., 2018). However, studies indicate that SMEs may refuse to choose SMS service as there is a price to send SMS to potential customers (Omondi, 2017).

SMEs use mobile technology for E-Commerce to attain functionalities, like business communication (Kabanda & Brown, 2017). The practice of mobile marketing devices helps SMEs improve their sales promotion plans, resulting in products, services, and sales (Eze et al., 2019). There are some essential aspects that allure SMEs to select mobile marketing. Firstly, mobile technology can accommodate novel features and applications (Eze et al., 2019). Secondly, adopting a brand's mobile application enhances brand purchase behaviours among an audience (Tong et al., 2020). Also, an understanding of an organization's motives and needs among the employer, employees, and other external contexts through open interaction is possible with mobile technology (Eze et al., 2019). SMEs also indicated that mobile technology, especially mobile payment services, can fulfill their transactional and business needs to a great extent (Kabanda & Brown, 2017). The adaptive ability, simplicity, efficient service delivery, and customer satisfaction of mobile marketing methods stimulate

SMEs to include mobile marketing in their business strategy to satisfy an organization's present and future business needs. The leading mobile marketing acceptance factors included the likelihood of providing information, accessing content, the possibility of sharing content, and a level of personal affection to one's mobile phone (Gao, Sultan, & Rohm, 2010).

## 2.10 Search Engine Optimization (SEO)

A search engine returns its search results in two types: organic and paid. Search Engine Optimization (SEO) is an activity to enhance the quantity and quality of traffic to the website with organic search engine results (Zhang & Cabage, 2017). The four primary forms of SEO are keyword research and collection, receiving the search engines to index the site, on-page optimization, and off-page optimization (Tomasi, Li, X. 2015). Using proper SEO techniques leads to traffic on the website, helping any business grow (Jaiswal, Kotian, Kulkarni, & More, 2019). Similarly, SEO techniques help small enterprises to compete with large and reputed companies on search results (Tomasi & Li, 2015). A high rank in a search engine output page offers more advantages to SMEs while winning an SEO campaign. SEO increases visitors' number to a site, builds brand credibility, enhances a client's duration, new customer engagement, results in a higher conversion rate, and a rise in annual income (Zhang & Cabage, 2017). All these factors contribute to SMEs survival in a world market. SMEs can also boost their business visibility with SEO (Zhang & Cabage, 2017).

There are different methods to improve the rank in a search engine. Google SEO techniques model executed and analysed the application of six events: these are proper domain name, search engine friendly web pages, website acceptance, website bookmarking, email marketing strategy, and automatic social bookmarking within the Off-Page optimization segment (Ghulam, 2016). Link building strategies and backlinks offer significant benefits to the websites by gaining better website authority and enhancing visibility (Zhang & Cabage, 2017). Social media is an effective method for quickly building traffic, especially for events; however, link building provides a better return on investment in the long run (Zhang & Cabage, 2017). Search engine optimization can also increase the number of unique visitors to websites and social media sites (Mutanu, 2017). All these factors have great importance in SMEs' digital marketing strategies, and these techniques are capable of increasing website traffic and brand awareness.

Moreover, connected blogs and the attached post can also be observed to obtain a large organic search result. The SEO method has been demonstrated to be beneficial for a start-up business (Baye, De Los Santos, & Wildebeest, 2016).

### 2.11 Pay-Per-Click (PPC)

PPC is one of the effective digital marketing methods. The main benefits of PPC are quick and measurable outcomes. PPC is not only a successful form of promotion method but also a performance-oriented advertising strategy (Kapoor, Dwivedi, & Piercy, 2016). PPC advertising's success factor is its potential to trace statistics like the total clicks and the percentage of sales created from those clicks (Kapoor et al., 2016).

PPC advertising indicates the sponsored output and the actual results (Khraim, 2015). The promoter pays only to click on their ad. PPC methods available range from simple text adverts to flash banners and even video adverts (Khraim, 2015). PPC advertising containing various plans such as search, contextual, and social (Nuara, Trovo, Gatti, & Restelli, 2018). Customers click on the ads out of sincere interest so that this type of promotion can produce a better success rate than the traditional pay per impression plans (Khraim, 2015). PPC via channels like Google AdWords can be comparatively easy to execute and can achieve instant outcomes in receiving visitors to see a website within minutes. PPC is considered a practical and cost-effective method for small businesses to attain novel customers (Khraim, 2015). If a business website has no adequate traffic pay per click platform such as Google AdWords can give them an extra traffic boost (Giri, 2016).

Every organization can afford some amount of money for its promotion, and PPC is the best option. Pay-per-click marketing has contributed to enhancing an organization's brand and the facility of focusing on specific geographical areas and contributing to escalating the organization's number of Keywords (Khraim, 2015). PPC marketing is appropriate for all types of companies and particularly for upcoming or novel enterprises. PPC is a calculable act, and it permits the

advertiser to monitor the contents of an online ad in real-time. Moreover, it covers the domestic and international markets at once (Giri, 2016). However, PPC is a complicated procedure in putting an Ad in an exact search engine choice to attract online users (Giri, 2016).

## 2.12 Business Performance of SMEs

Business growth is viewed as a method of improving business performance measures (Omondi, 2017). Business performance is measured by considering improved sales and turnover, enhanced market share, and strong customer loyalty (Prathivi, 2020). Considering SMEs, the business performance is visible from a business owners' satisfaction for profit, turnover, the stage of return, and business development (Putu Hari, Lismayasari, & Dian Puspita, 2020). SMEs achieved excellent business performance by implementing digital marketing that includes email usage for business purposes, social media as a product gallery, online vouchers, chat platforms, and digital advertising (Prathivi, 2020). Utilizing digital marketing knowledge and the habit of using the Internet also escalated SME's business performance (Prathivi, 2020). Digital marketing, online frequency, and digital marketing tools connect positively with the business performance of SMEs (Prathivi, 2020). SMEs enhance their customer base and have effective communication with customers through digital marketing. Digital marketing helps SMEs find new markets, strengthens advertising and marketing campaigns, and converts speedily to growing social media in their favour (Nuseir, 2018). Digital marketing and social media offer SMEs chances to attract new target audiences, increase performance and efficiency, and improve growth and competitiveness (Taiminen & Karjaluo, 2015). Studies show that SMEs' business performance in Indonesia is increased to develop a cluster with digital marketing centres (Vikaliana, Harsanti, Wulandari, & Andayani, 2017).

Small to medium-sized organization met marketing challenges to enhance their business performance, specifically in the digital environment. The challenges are primarily due to inadequate digital marketing abilities, as witnessed by reduced website ranking and poor visibility in trending social media platforms (Phiri,



2020). Digital marketing offers a chance to cut costs in advertising, increase visibility, improve customer relationships, provide enhanced market sensing, and increase business performance. Digital marketing is vital as it increases sales, gets closer to customers, offers online brand extension, and has a broad reach - all at a low cost (Phiri, 2020). SMEs attain excellent business performance with the help of Email marketing, search engine marketing, online marketing, and blog marketing (Omondi, 2017).

## 2.13 Online Sales

Online sales, that is, the sales of goods or services via the Internet, reflect a company's digitalization (Westerlund, 2020). Online sales connect companies and consumers electronically (Habib, & Andrey, 2020). Studies show that the potential for online shopping and Internet usage is a channel to promote a business (Febriyantoro & Arisandi, 2019). Online distribution channels uplift organizations' total sales and profit (Duch-Brown, Grzybowski, Romahn, & Verboven, 2017). Considering international SMEs, most of their online sales come from the global market (Westerlund, 2020). SMEs stated that online sales helped them to enhance profit as today's consumers prefer shopping online (Febriyantoro & Arisandi, 2019). Online stores have room in the eyes of customers searching for a particular item or service. Clients' retention is possible by understanding their profile, behaviour, search history, and then unifying targeted communication and online services according to each person's needs. Home Industry Shoes is one SME that are involved in the trade of shoes. The online sales increase the breadth of advertising and selling SME shoe items to enhance sales (Andrey Kartika & Habib, 2020). Online sales help smooth business competition (Andrey Kartika & Habib, 2020). Online retailers are more successful in enhancing traffic to their websites. In the past, concerns about costs and online sales' strategic relevance have limited SME engagement in online sales activity and lagged behind larger firms (Di Fatta et al., 2018). SMEs recognize business environment changes, and the sector is developing strategies to overcome barriers and exploit online sales opportunities (Di Fatta et al., 2018). Online sales direct SMEs straight to prospective customers (Qurratu'Aini & Hapsari, 2019).

In business markets, companies operating in developing economies deal with the rising use of online sales platforms. Growing novel sales with online virtual stores are possible with the investment in paid media, owned media, and digital inbound marketing (Vieira, de Almeida, Agnihotri, & Arunachalam, 2019). Marketplaces are actual online shopping malls of various retail brands (Vieira et al., 2019).

Nowadays, companies should have an online presence, either through a business website or an online store, with the crucial objective of escalating the market connected with the sale of a product or service offered by that company. Online sales opportunities assist in raising revenue from novel customers (Teixeira et al., 2017). When an offline store opens, it causes online sales to increase (Wang & Goldfarb, 2017). The spillover from online sales, which exerts a stimulation impact on traditional sales, will affect the organization's online channel structure (Yan, Zhao, & Liu, 2018).

The blend of online sales and promotions is used for sales forecasting, considering sales figures and product characteristics, and online advertising campaigns (Jiménez, Sánchez, García, Sciavicco, & Miralles, 2017). The introduction of e-commerce did not influence price levels and international price dispersion in the traditional channel (Duch-Brown et al., 2017).

## 2.14 After-Sales

After-sales services are actions that arise after purchasing an item by clients and are dedicated to assisting customers in using goods (Murali, Pugazhendhi, & Muralidharan, 2016). Today, consumers increasingly pay more attention to factors such as online reviews and after-sales (Zhao et al., 2019). SMEs should strengthen after-sales service through digital media adaptation (Nuseir, 2018). Customers ask for companies to provide them successful after-sales service with reactivity and a qualified agent. Creating a meaningful conversation for after-sales with the appropriate channel is essential (Nuseir, 2018). The type of digital media that helps after-sales are chatbot and email; these are time-saving communication channels and offer quick responses (Laboureau, 2019). Consumers integrate mobile and social channels throughout the buying process (Sands, Ferraro, Campbell, & Pallant, 2016). Customers incorporate mobile and social media during the multiple stages of the buying process and after-sales (Sands et al., 2016).

After-sales services increase the level of profitability of an organization. Low after-sale services can hinder a retailer from generating good customer satisfaction records hence delaying the development (Chiguvi, 2020). After-sales services play a crucial role in supporting the connection between organizations and customers. After-sales services are positively linked to customer satisfaction and customer retention (Chiguvi, 2020). Different after-sales service quality elements like reliability affect customer satisfaction (Shokouhyar, Shokoohyar, & Safari, 2020).

Business platforms implemented after-sales service commitments to improve customers' trust levels (Zhao et al., 2019). After-sales services can be a great source of benefits (Erguido, Crespo, Castellano, & Flores, 2018).

## 2.15 Conclusion

A literature review of 60 articles shows that website traffic, social media marketing, email marketing, mobile marketing, search engine optimization, Pay-per-click influence SMEs. Adopting Digital marketing in business has become essential to satisfy the business needs of SMEs. Various forms of digital marketing are SEO, SEO on-page, website traffic, SMS marketing, marketing with Social Media, mobile marketing, and email marketing. All these digital marketing factors help SME's survive and grow in terms of business performance and sales rate. Digital marketing allows SME's to utilize techniques and approaches to attract more quality traffic to their business.

## 3. RESEARCH DESIGN

### 3.1 Introduction

This section illustrates the overall research design, research methodology, and analysis. Section 3.2 shows the research question and hypotheses. The description of the theoretical framework is introduced in section 3.3. The following sections outline the research instrument, sample method, data collection method, primary data description, data analysis method, limitation of the research methodology, and conclusion.

### 3.2 Research Objective

The research estimates the usefulness of digital marketing in SMEs. How digital marketing is making an influence on business performance, online business, and aftersales of SMEs. Digital media demands marketers to obtain a deep understanding of how consumers are using the Web and to collect information related to the decision-making processes through digital media. There are some studies to recognize the elements that give to the adoption of digital marketing. These all are limited to particular regions and cannot be comprehensive for SMEs. This study aims to examine the elements that impact SMEs to adopt digital marketing for their business.

### 3.3 Research Questions and Hypotheses

According to Creswell (2014), the research's prominent philosophical worldviews are described in Table 3.1.

Table 3.1 Philosophy worldview(Research Design, Creswell 2014)

<b>FOUR WORLDVIEWS</b>	
<b>Post positivism</b>	<b>Constructivism</b>
<ul style="list-style-type: none"> <li>• Determination</li> <li>• Reductionism</li> <li>• Empirical observation and measurement</li> <li>• Theory verification</li> </ul>	<ul style="list-style-type: none"> <li>• Understanding</li> <li>• Multiple participant meanings</li> <li>• Social and historical Construction</li> <li>• Theory generation</li> </ul>
<b>Advocacy/Participatory</b>	<b>Pragmatism</b>
<ul style="list-style-type: none"> <li>• Political</li> <li>• Empowerment Issue-oriented</li> <li>• Collaborative</li> <li>• Change-oriented</li> </ul>	<ul style="list-style-type: none"> <li>• Consequences of actions</li> <li>• Problem-centered</li> <li>• Pluralistic</li> <li>• Real-world practice oriented</li> </ul>

This researcher selected post-positivism for this study, and based on this, the researcher decided to use a quantitative approach.

The research estimates the usefulness of digital marketing in SMEs, India. How digital marketing is making an influence on business performance, online business, and aftersales of SMEs. Digital media demands marketers to understand how consumers are using the Web and collect information related to the decision-making processes through digital media. This study aims to examine the elements that impact SMEs to adopt digital marketing for their business.

Research questions are shown below:

RQ 1: What are the digital marketing factors that impact Small to Medium-Scaled Enterprises?

RQ 1.1 How does digital marketing affect SMEs in business performance?

RQ 1.2 How does digital marketing help SME's with online sales?

RQ 1.3 How does digital marketing help SME's for after-sales?

### 3.4 Research Design

This research is using a quantitative research methodology. Quantitative methods emphasize objective measurements and the statistical analysis of data collected through the online survey (Goertzen & Melissa, 2017). Quantitative analysis tests objective theories by examining the relationship among variables (Goertzen & Melissa, 2017). The dependent and independent variables for this study are described below.

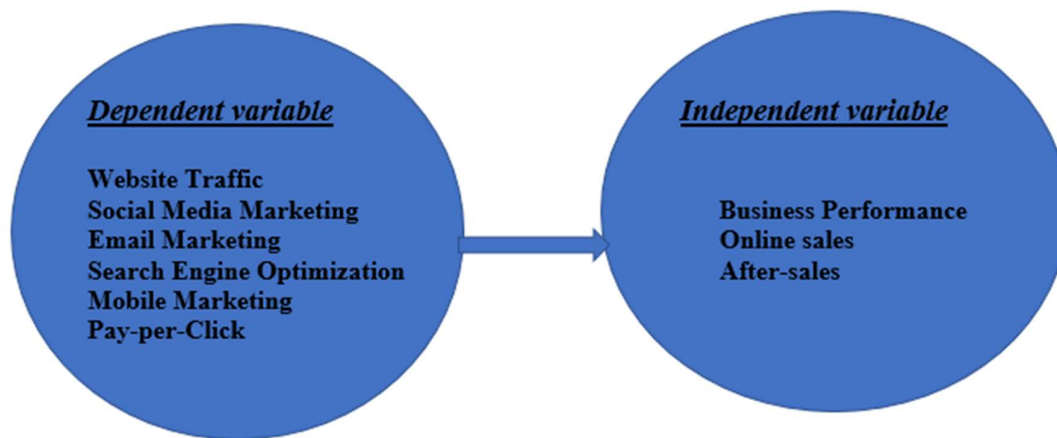


Figure 3.1 shows the relationship among variables

An illustration of each theory's theoretical framework and the relating classifications to its dependent and independent variables is shown in Figure 3.1. This research recognizes the factors contributing to digital marketing in SMEs and analyses various digital marketing methods used in SMEs. This research also concentrates on how digital marketing affects SMEs in business performance, online sales, and after-sales.

#### 3.4.1 Digital Marketing Model (DMM) for SME's:

This project can apply the Digital Marketing Model For SME's to recognize the connection among the independent variables such as Website Traffic, Social Media Marketing, Email Marketing, Mobile Marketing, PPC, SEO, with dependent

variables such as SME's Performance, Online sales, and after-sales. Besides, also check how these dependent variables correlate to actual system use.

Digital Marketing Model (DMM)) shown in Figure 3.2, can be used to connect the below-mentioned hypotheses with the equivalent dependent and independent variables.

Table 3.2 Hypotheses table

H1	H1: Website Traffic have a positive impact on the Business Performance of SMEs.
H2	H2: Website Traffic have a positive impact on Online sales of SME's.
H3	H3: Website Traffic have a positive impact on after sales of SMEs.
H4	H4: Social media marketing have a positive impact on the Business Performance of SMEs.
H5	H5: Social media marketing have a positive impact on the online sales of SMEs.
H6	H6: Social media marketing have a positive impact on after sales of SMEs.
H7	H7: Email Marketing have a positive impact on the Business Performance of SMEs.
H8	H8: Email Marketing have a positive impact on online sales of SMEs.
H9	H9: Email Marketing have a positive impact on after sales of SME's.
H10	H10: Mobile Marketing have a positive impact on the Business Performance of SMEs.
H11	H11: Mobile Marketing have a positive impact on online sales of SMEs.
H12	H12: Mobile Marketing have a positive impact on after sales of SMEs.
H13	H13: SEO have a positive impact on the Business Performance of SMEs.
H14	H14: SEO have a positive impact on online sales of SMEs.
H15	H15: SEO have a positive impact on after sales of SMEs.
H16	H16: PPC have a positive impact on the Business Performance of SMEs.
H17	H17: PPC have a positive impact on online sales of SMEs.
H18	H18: PPC have a positive impact on after sales of SMEs.
H19	H19: Business performance have a positive impact on actual system use.
H20	H20: Online sales have a positive impact on actual system use.
H21	H21: After-sales have a positive impact on actual system use.

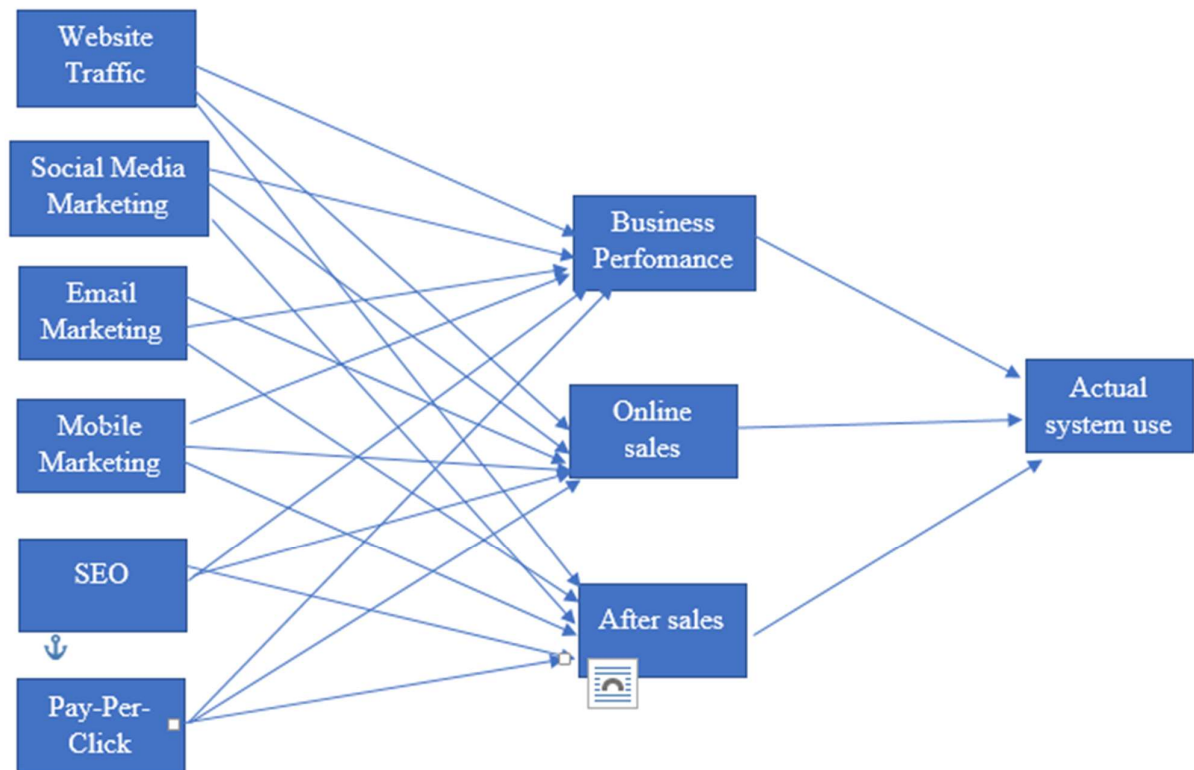


Figure 3.2. Digital Marketing Model (DMM) for SME's (Researchers Own work)

Using the Digital Marketing Model (DMM), provided below, presents the links between the finding from the LR, the hypotheses, RQs, and survey questions.



Table 3.3 Table linking research question, literature review, survey question, and hypotheses.

Research Questions	Literature Review	Survey Questions	Hypotheses
RQ 1	2.5, 2.6, 2.7, 2.8, 2.9 ,2.10	Q3, Q4, Q5, Q6, Q12, Q15, Q16, Q17, Q20, Q21	H1, H2, H3, H4, H5, H6, H7, H8, H9, H10, H11, H12, H13, H14, H15, H16, H17, H18, H19, H20, H21
RQ 1.1	2.11	Q9, Q10, Q11, Q18	H1, H4, H7, H10, H13, H16, H19
RQ 1.2	2.12	Q7, Q8	H2, H5, H8, H11, H14, H17, H20
RQ 1.3	2.13	Q13, Q14, Q19	H3, H6, H9, H12, H15, H18, H21

### 3.5 Instrument

The information was collected with an online, statistically significant survey, and used Qualtrics for conducting the survey. The survey links were sent to participants with the use of Social media websites like Facebook, Linked In, and Whatsapp.

### 3.6 Sample Method

The SME population in India is 42.5 million. Convenience sampling was adopted to collect the responses. Convenience sampling is a type of nonprobability sampling method for this research. The essential elements for defining the sample size are confidence interval, the magnitude of the errors acceptable, and the population's heterogeneity. A population size of 42.5, a confidence interval of 4, and a confidence level of 95%, and the sample size was determined to be 600. The website, <https://www.surveysystem.com/>, helps to attain the sample size calculator.

**Determine Sample Size**

Confidence Level: ☒ 95% ☐ 99%

Confidence Interval:

Population:

Sample size needed:

Figure 3.3 Sample size determination for the survey

The online survey tool automatically counted the data of responses. The researcher ended the survey after the number of respondents achieved 670.

### 3.7 Data Collection Method

The researcher created a survey question based on the literature review. The survey was conducted through Qualtrics. Please see the survey questionnaire in Appendix A. The survey started on 6<sup>th</sup> September, ended on 10<sup>th</sup> October. The survey links were sent to participants with the use of Social media websites like Facebook, Linked In, and Whatsapp. The backend data of the survey tool is checked to ensure all data is valid. The information has been exported to Google drive in CSV format.

### 3.8 Main Data Description

Six hundred seventy responses were collected during the time of four weeks through the Qualtrics survey tool. However, five hundred twenty-one responses surveys were considered for the final analysis. The average time to complete a survey is 12.7 minutes.

### 3.9 Data Analysis Method

According to Zikmund( 2013), an overview of the data analysis method is explained in the following sections.

#### 3.9.1 Raw Data

The raw data was input into the computer from the backend of the survey tool in SPSS format. As all 21 survey questions are mandatory. 670 attended the survey. After editing, 521 valid responses were selected for the analysis.

#### 3.9.2 Editing

Editing data was performed to reduce unnecessary information. The survey data in the Qualtrics exported to CSV file and manually check each response and delete unnecessary responses.

#### 3.9.3 Coding

Coding is done to assign values for the answers of Likert Scale questions to make the information more user friendly. The numeric codes are used to analyse and present the result. The data coding process is explained below:

Table 3.4 SQ12, SQ17 Coding

Answer	Code
Extremely satisfied	6
Moderately satisfied	5
Slightly satisfied	4
Neither satisfied nor dissatisfied	3
Slightly dissatisfied	2
Moderately dissatisfied	1
Extremely dissatisfied	0

Table 3.4 SQ15 Coding

Answer	Code
Definitely yes	4
Probably yes	3
Might or might not	2
Probably not	1
Definitely not	0

### 3.9.3 Survey question number and label

Table 3.6 shows the survey questions table in SPSS. The descriptive analysis is done based on the statistical tables and bar graphs in SPSS.

Table 3.6 Survey question number and label

Question	Label in "variable view" in SPSS
SQ1	Age
SQ2	Gender
SQ3	SQ3 Focusing SME
SQ4	SQ4 digital marketing strategies
SQ5	SQ5 digital marketing options
SQ6	SQ6 after-sales
SQ7	SQ7 online sales
SQ8	SQ8 online sales
SQ9	SQ9 business performance
SQ10	SQ10 business performance
SQ11	SQ11 business performance
SQ12	SQ12 online sales
SQ13	SQ13 aftersales
SQ14	SQ14 online sales
SQ15	SQ15 online sales

SQ16	SQ16 online sales
SQ17	SQ17 online sales
SQ18	SQ18 business performance
SQ19	SQ19 prefer digital marketing
SQ20	SQ20 Service: digital marketing
SQ21	SQ21 recommend digital media

### 3.9.4 Cronbach's alpha

Cronbach's alpha is considered as a test to check the reliability of the survey question (Sharma & Balkishan, 2016). Cronbach's alpha is calculated by relating the mark for every scale element with the entire score for each observation and then relating that to the alteration for all separate item scores.

### 3.9.5 Descriptive Analysis

The descriptive analysis helps summarize the data in a more meaningful way, allowing a simpler interpretation of the data. The data collected is analysed with the help of bar charts. Inferences about the characteristic of the samples' interest are exhibited in the descriptive analysis (Zikmund et al., 2013).

### 3.9.6 Chi-square Test for Univariate Analysis

The Chi-square test is used for univariate analysis. The survey data is imported to SPSS to determine the relationship between dependent variables and survey questions individually. The Chi-square test finds out the relationship between the demographic variable gender with survey questions SQ12, SQ12, SQ17. These three survey questions are the liquid scales, shows the satisfaction rate of SMEs in using digital marketing platforms in their business performance, online sales, After-sales.

### 3.10 Conclusion

The methodology of the research is discussed in this section. Moreover, the collection of primary and secondary data that contributed to the research is also discussed here. The total number of respondents is 670, of which 521 answered the whole questions. The result of data analysis includes descriptive, Univariate, and Bivariate analysis approach. The analysis was confirmed using SPSS software.

## 4. RESULTS

### 4.1 Introduction

This section discusses the result of descriptive analysis, and the Chi-square test. The descriptive analysis is performed based on the bar charts. The results from the Chi-square test, which is a Univariate analysis derived from SPSS using tabular forms. To conclude, Chapter 4 discusses the results obtained after the performance of descriptive and univariate statistical tests using SPSS software with a detailed interpretation of the results.

### 4.2 Data Analysis

This section discusses the data analysis of the collected data. Initially, Cronbach's alpha test is conducted to test the reliability of the survey. Secondly, the descriptive analysis of 21 survey questions is performed. The descriptive analysis summarizes every survey question, and an in-depth analysis of every response is carried out. Finally, univariate analysis: chi-square test for Likert Scale question is performed.

#### 4.2.1 Cronbach's alpha

Cronbach's alpha analysis is performed to test the reliability of this survey. Cronbach's Alpha is to measure how closely related a set of variables are as a group.

Table 4.1: Participants for Cronbach's Alpha (This table shows how many valid responses selected for the analysis)

Case Processing Summary			
		N	%
Cases	Valid	520	100.0
	Excluded	0	.0
	Total	520	100.0
a. List-wise deletion based on all variables in the procedure.			

Table 4.2: Cronbach's alpha test for confirming internal consistency of this survey

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.794	.791	21

From Table 4.2, the Cronbach's Alpha for all 21 survey questions is .794, suggesting that the items have relatively high internal consistency (above 0.70).

#### 4.2.2 Descriptive Analysis

Descriptive analysis is a summary statistic that quantitatively summarizes features from a collection of information. The researcher presented a descriptive analysis using bar charts of the survey questions. The interpretation of the results of descriptive analysis is conducted using bar charts.

##### **SQ1. Are you over the age of 18 years?**

Table 4.3: Number of valid participants for SQ 1

Statistics		
N	Valid	644
	Missing	0



Table 4.4 Statistics Tables show multiple aggregate metrics for SQ1.

This table evaluates all of the responses collected for SQ1 and displays calculated results such as mean and standard deviation.

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Q1. Are you over the age of 18 years?	1.00	2.00	1.01	0.11	0.01	644

Table 4.5: The table displays the name of each answer option for SQ1

#	Answer	%	Count
1	Yes	98.76%	636
2	No	1.24%	8
	Total	100%	644

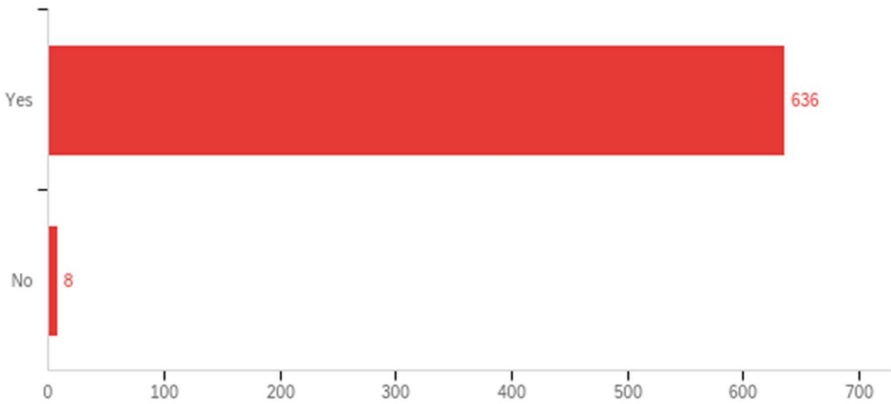


Figure 4.1 SQ1 participant's over the age of 18

Figure 4.1 illustrates that 636 (98.76%) out of 644 participants above the age of 18 attended the survey. 8 participants (1.24%) below the age of 18 were disqualified from the survey.

## SQ2. What is your gender?

Table 4.6: Number of valid participants for survey question 2

Statistics		
N	Valid	628
	Missing	0

Table 4.7: Statistics Tables show multiple aggregate metrics for SQ2.

This table evaluates all of the responses collected for SQ1 and displays calculated results such as mean and standard deviation.

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Q2. What is your gender?	1.00	4.00	1.48	0.54	0.29	628

Table 4.8: The table displays the name of each answer option for SQ1, the percentage, count of the number of respondents who selected or were assigned the option, and the total number of responses.

#	Answer	%	Count
1	Male	52.87%	332
2	Female	46.50%	292
3	Others	0.00%	0
4	Do not want to state	0.64%	4
	Total	100%	628

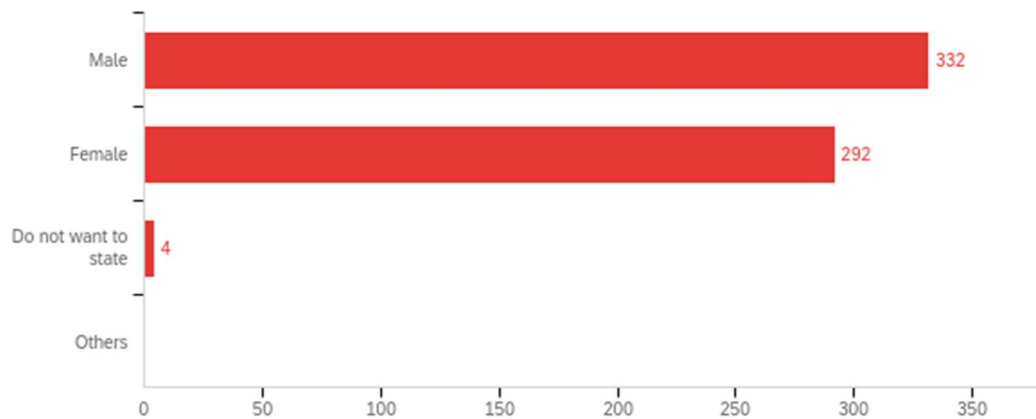


Figure 4.2 SQ2 Gender

Figure 4.2 illustrates that 332 (52.87%) male participants and 292 (46.50) female participants attended the survey. 4 candidates do not want to state their gender.

### SQ3. Are you part of any Small and Medium Scale Business?

Table 4.9: Number of valid participants for survey question 3

Statistics		
N	Valid	628
	Missing	0

Table 4.10 : Statistics Tables show multiple aggregate metrics for SQ3.

This table evaluates all of the responses collected for SQ3 and displays calculated results such as mean and standard deviation

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Q3. Are you part of any Small and medium Scale Business?	1.00	3.00	1.21	0.50	0.25	628

Table 4.11: The table displays the name of each answer option for SQ3

#	Answer	%	Count
1	Yes	82.96%	521
2	No	12.74%	80
3	Maybe	4.30%	27
	Total	100%	628

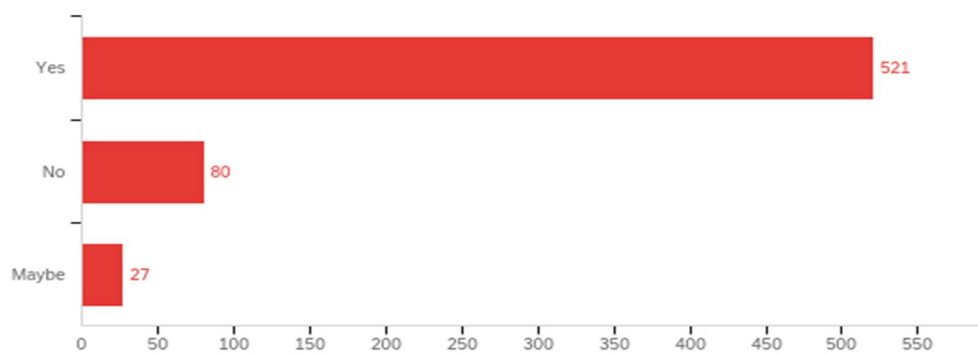


Figure 4.3 SQ3 Participants Relation with SME

Figure 4.3 illustrates that most of the participants are part of SMEs. 521 (82.96%) out of 628 participants are a part of SME. 27 participants are maybe the part of SME, and 80 (4.3%) participants are not related to SME's. The participant's answered 'No' are excluded from the survey.

#### SQ4. Are you using digital marketing strategies in your business?

Table 4.12: Number of valid participants for survey question 4

Statistics		
N	Valid	524
	Missing	0

Table 4.13: Statistics Tables show multiple aggregate metrics for SQ4.

This table evaluates all of the responses collected for SQ4 and displays calculated results such as mean and standard deviation.

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Q4. Are you using digital marketing strategies in your business?	1.00	2.00	1.03	0.17	0.03	524

Table 4.14: The table displays the name of each answer option for SQ4

#	Answer	%	Count
1	Yes	97.14%	509
2	No	2.86%	15
	Total	100%	524

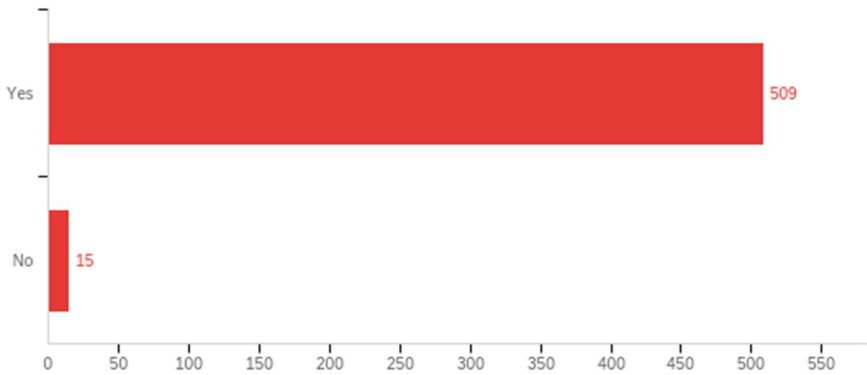


Figure 4.4 SQ4 SMEs using digital marketing strategies

Figure 4.4 illustrates that most of the participants are using digital marketing strategies in their business. 509 (97.14%) out of 524 are using digital marketing strategies in the business. 15 (2.86%) out of 524 participants are not using digital marketing strategies.

**SQ5. What are the main digital marketing options in your business? Click as many as apply**

Table 4.15: Number of valid participants for survey question 5

Statistics		
N	Valid	520
	Missing	0

Table 4.16: The table displays the name of each answer option for SQ5

(the percentage, count of the number of respondents who selected or were assigned the option, and the total number of responses)

#	Answer	%	Count
1	Website	23.41%	430
2	SEO	14.21%	261
3	Pay Per Click (PPC)	18.67%	343
4	Social Media Marketing	19.98%	367
5	Mobile Marketing	13.61%	250
6	Email Marketing	9.15%	168
7	Others	0.98%	18
	Total	100%	1837

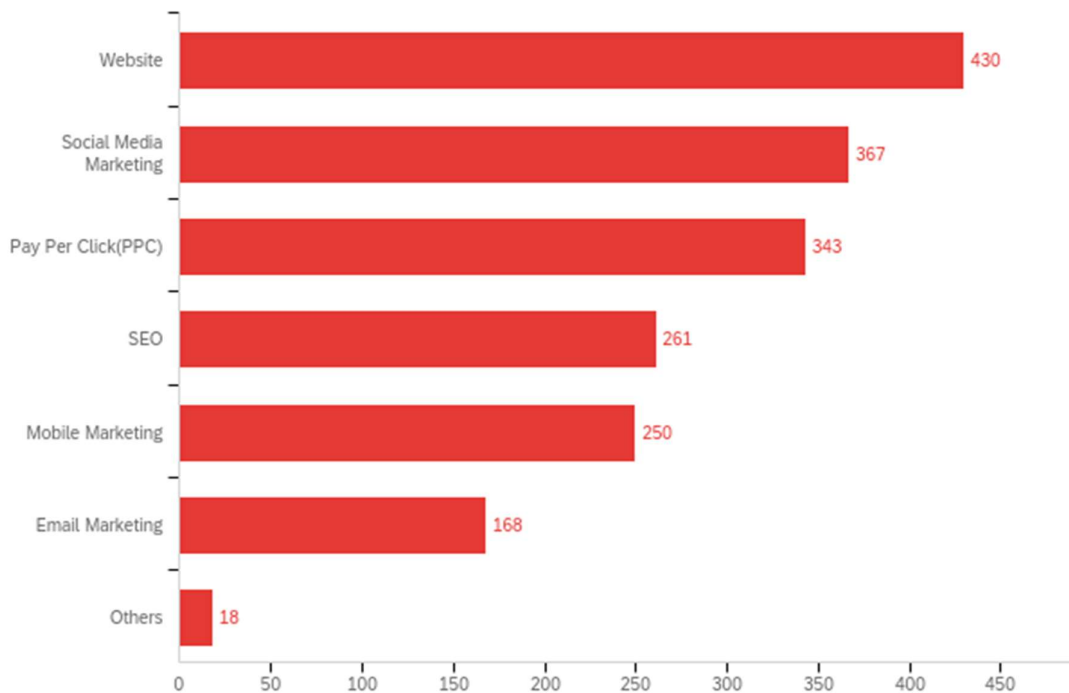


Figure 4.5 Main digital marketing options in SME business

Figure 4.5 contains information regarding digital marketing options in SME's business. Website, SEO, Pay Per Click (PPC), Social Media Marketing, Mobile Marketing, and Email Marketing are the leading digital marketing platforms in SME's Business. SMEs who chose website traffic as a digital marketing tool in their business are higher than other options, 430 out of 520 SMEs (23.41.8%) selected website traffic as one of the essential digital marketing options in their business. Social Media Marketing holds the next position after website traffic. 367 out of 520 SMEs (19.98) use social media marketing as one of their business's important digital marketing options. PPC also has an essential role as 343 (18.67%) SMEs use PPC as one of their essential digital marketing options. 261 out of 520 SMEs (14.21%) go with SEO as one of their essential digital marketing platforms. 250 (13.61%) out of 520 choose mobile marketing, and 174 (8.81%) opt for Email marketing as one of their digital marketing options in their business.

**SQ. 6 What strategies give you the best result in after-sales? Click as many as apply**

Table 4.17: Number of valid participants for survey question 6

Statistics		
N	Valid	520
	Missing	0

Table 4.18: The table displays the name of each answer option for SQ6 (the percentage, count of the number of respondents who selected or were assigned the option, and the total number of responses)

#	Answer	%	Count
1	Website	23.43%	413
2	SEO	13.84%	244
3	Pay Per Click (PPC)	19.34%	341
4	Social Media Marketing	21.10%	372
5	Mobile Marketing	12.25%	216
6	Email Marketing	8.96%	158
7	Others	1.08%	19
	Total	100%	1763



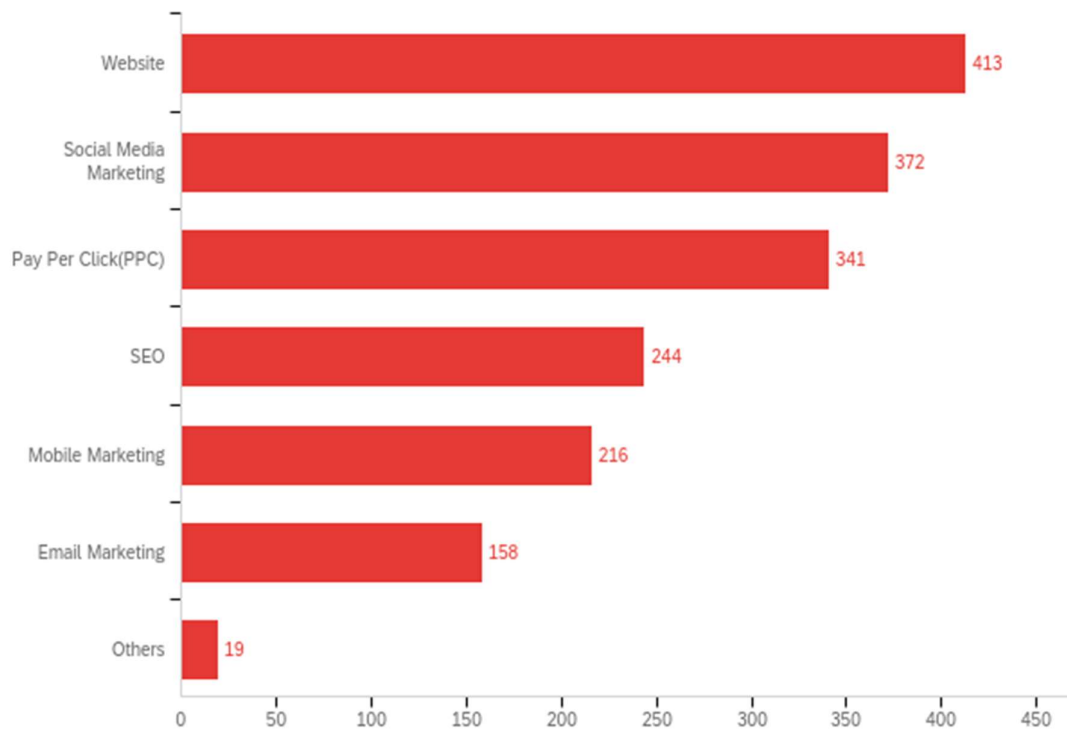


Figure 4.6 Digital Marketing in SMEs after-sales

Figure 4.6 Contains the information regarding the impact of Website, SEO, Pay Per Click (PPC), Social Media Marketing, Mobile Marketing, Email Marketing on SMEs' After-sales. SMEs who chose website traffic as a digital marketing tool in their after-sales are higher than other options (23.43%). 413 out of 520 SMEs stated that website traffic helped them enhance After sales. Social Media Marketing holds the next position after website traffic. 372 out of 520 SMEs (21.10%) strengthen their after-sales with social media marketing. PPC also has an essential role as 341 (19.34%) SMEs enhance after sales with PPC. 244 out of 520 SMEs (13.84%) go with SEO to improve their after-sales. 21 (12.25%) out of 520 choose mobile marketing, and 158 (8.96%) opt for Email marketing to enhance their after-sales.

Literature related to SMEs' after-sales shows that Social media marketing, Email marketing, and search engine marketing help improve SMEs' business performance (Sands et al., 2016). However, the survey responses' analysis illustrated that website traffic helps them the most to enhance after-sales. Social Media Marketing holds the second position in improving the after-sales of SMEs. PPC and Mobile marketing also shows a significant impact on improving the after-sales of SMEs. Two other factors, such as Facebook ads and Youtube ads, also positively impact SMEs' after-sales.

**SQ7. Are your online sales enhanced with the help of Digital Marketing?**

Table 4.19: Number of valid participants for survey question 7

Statistics		
N	Valid	520
	Missing	0

Table 4.20: Statistics Tables show multiple aggregate metrics for SQ7.

This table evaluates all of the responses collected for SQ7 and displays calculated results such as mean and standard deviation.

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Q7. Are your online sales enhanced with the help of Digital Marketing?	1.00	2.00	1.03	0.17	0.03	524

Table 4.21: The table displays the name of each answer option for SQ7 (the percentage, count of the number of respondents who selected or were assigned the option, and the total number of responses)

#	Answer	%	Count
1	Yes	96.95%	508
2	No	3.05%	16
	Total	100%	524

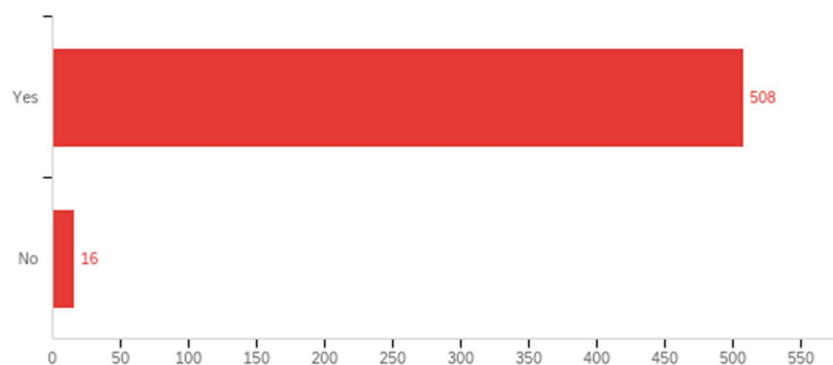


Figure 4.7 SQ7 online sales in SMEs

Figure 4.7 illustrates that most SMEs, 508 (96.95%) out of 524, enhance their online sales with the help of digital marketing. Only 16 SMEs (3.05%), which is a very limited number, cannot improve their online sales with digital marketing.

**SQ 8. Which online platform gives you the best result in online sales? Click as many as apply.**

Table 4.22: Number of valid participants for survey question 8

Statistics		
N	Valid	521
	Missing	0

Table 4.23: The table displays the name of each answer option for SQ8 (the percentage, count of the number of respondents who selected or were assigned the option, and the total number of responses)

#	Answer	%	Count
1	Website	20.13%	406
2	SEO	11.25%	227
3	Pay Per Click (PPC)	15.37%	310
4	Social Media Marketing	17.30%	349
5	Mobile Marketing	9.97%	201
6	Email Marketing	9.52%	192
7	Youtube ads	9.52%	192
8	Facebook Ads	6.25%	126
9	Others	0.69%	14

	Total	100%	2017
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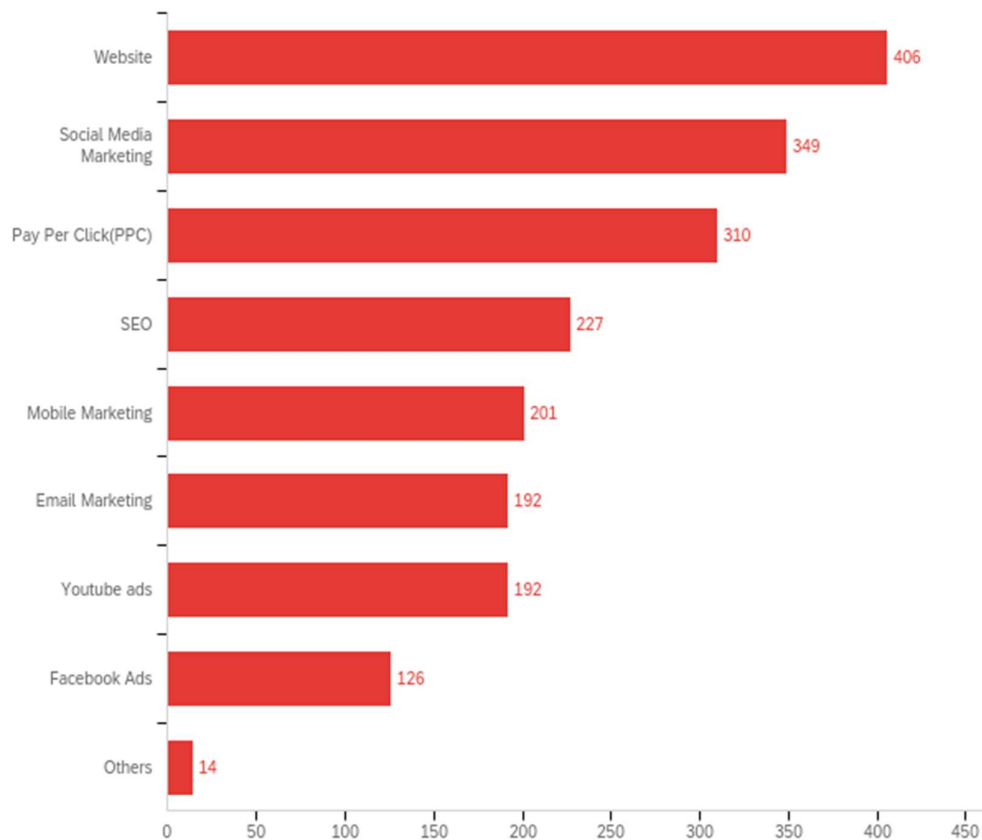


Figure 4.8 SQ8 Digital marketing options in online sales

Figure 4.8 contains the information regarding the impact of Website, SEO, Pay Per Click (PPC), Social Media Marketing, Mobile Marketing, Email Marketing on SMEs' online sales. SMEs who chose website traffic as a digital marketing tool in their online sales are higher than other options (20.13%). 406 out of 520 SMEs stated that website traffic helps them enhance business performance. Social Media Marketing holds the next position after website traffic. 349 out of 520 SMEs (17.30%) strengthen their online sales with the help of social media marketing. PPC also has an essential role as 310 (15.37%) SMEs enhance online sales with PPC. 227 out of 520 SMEs (11.25%) go with SEO to improve their online sales. 201 (9.97%) out of 520 choose mobile marketing, and 192 (9.52%) opt for Email marketing to enhance their business performance. 192 suggest Youtube ads, and 126 select Facebook ads to improve their online sales.

Literature related to SMEs' online sales shows that Social media marketing, Email marketing, and search engine marketing help improve SMEs' online sales (Febriyantor & Arisandi,

2019). However, the survey responses' analysis illustrated that website traffic helps them the most to enhance online sales. Social Media Marketing holds the second position in enhancing the online sales of SMEs. PPC and Mobile marketing also shows a great impact in enhancing the online sales of SMEs. Two other factors, such as Facebook ads and Youtube ads, also positively impact SMEs' online sales. Even though these Facebook ads and Youtube ads have no excellent literature support in supporting SME's online sales, survey analysis shows that SMEs utilize these digital marketing platforms to enhance their online sales.

#### **Q9. Is your business performance enhanced with the help of Digital Marketing?**

Table 4.24: Number of valid participants for survey question 9

Statistics		
N	Valid	521
	Missing	0

Table 4.25: Statistics Tables show multiple aggregate metrics for SQ9.

This table evaluates all of the responses collected for SQ9 and displays calculated results such as mean and standard deviation.

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Q9. Is your business performance enhanced with the help of Digital Marketing?	1.00	2.00	1.03	0.18	0.03	524

Table 4.26: The table displays the name of each answer option for SQ9, the percentage, count of the number of respondents who selected or were assigned the option, and the total number of responses.

#	Answer	%	Count
1	Yes	96.56%	506
2	No	3.44%	18
	Total	100%	524

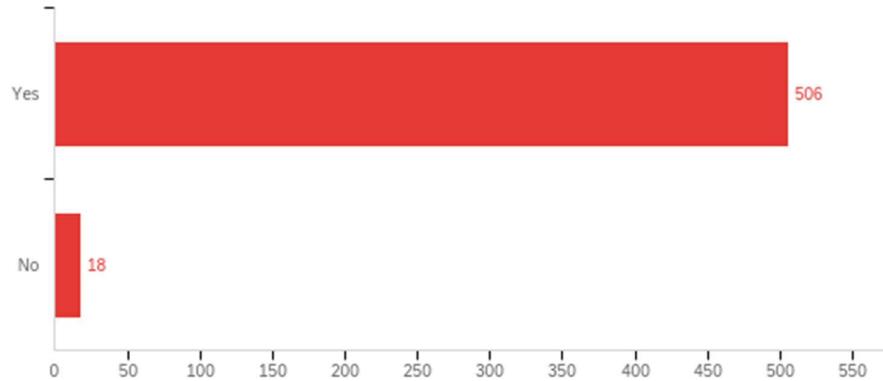


Figure 4.9 SQ business performance relation with Digital Marketing in SME

**SQ. 10 Which online platform helps you the most to enhance your business performance?**

Business Performance: Impact of Website, SEO, Pay Per Click (PPC), Social Media Marketing, Mobile Marketing Email Marketing on the Business performance of SMEs.

Table 4.27: Number of valid participants for survey question 10

Statistics		
N	Valid	521
	Missing	0

Table 4.29: The table displays the name of each answer option for SQ10, the percentage, count of the number of respondents who selected or were assigned the option, and the total number of responses.

#	Answer	%	Count
1	Website	20.24%	400
2	SEO	11.74%	232
3	Pay Per Click (PPC)	15.23%	301
4	Social Media Marketing	17.66%	349
5	Mobile Marketing	10.27%	203
6	Email Marketing	8.81%	174
7	Youtube ads	8.40%	166
8	Facebook Ads	6.88%	136
9	Others	0.76%	15
	Total	100%	1976

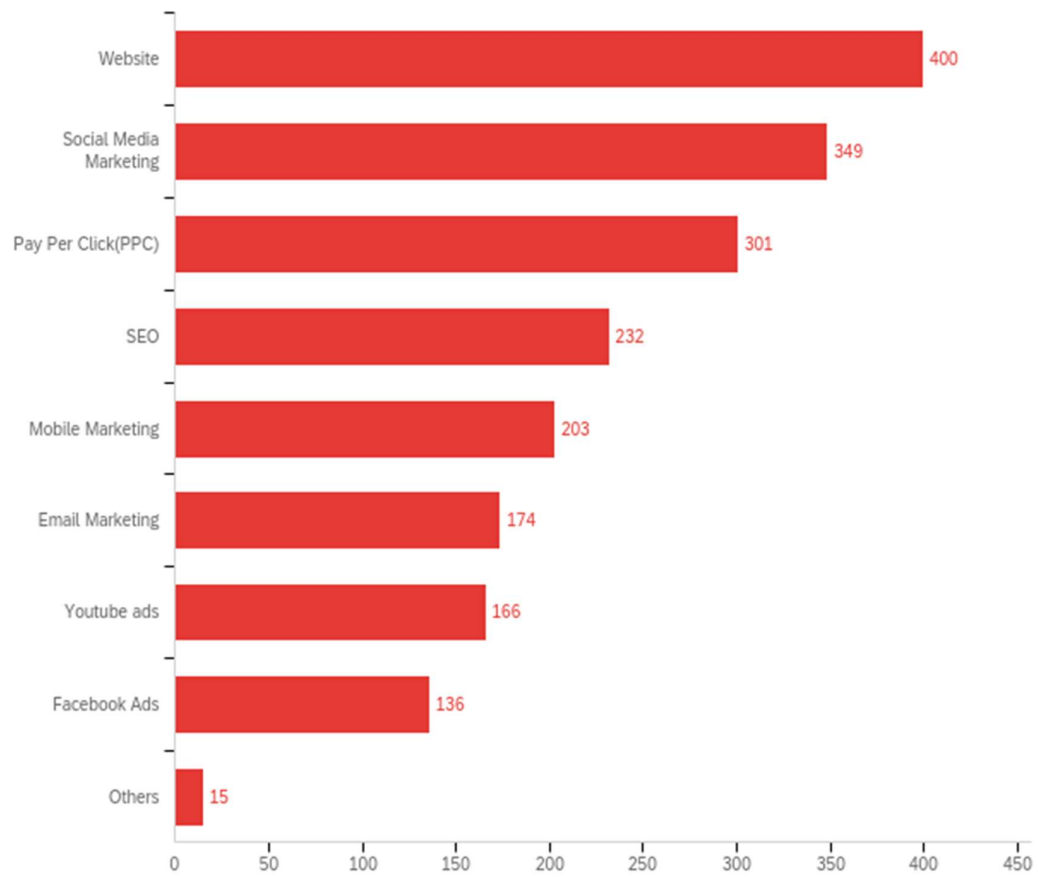


Figure 4.10 online platform helps SMEs to enhance business performance



Figure 4.1 contains the information regarding the impact of Website, SEO, Pay Per Click (PPC), Social Media Marketing, Mobile Marketing, Email Marketing on SMEs' Business performance. SMEs who chose website traffic as a digital marketing tool in their business are higher than other options (20.24.8%). 400 out of 520 SMEs stated that website traffic helps them enhance business performance. Social Media Marketing holds the next position after website traffic. 349 out of 520 SMEs (17.55%) strengthen their business performance with the help of social media marketing. PPC also has an essential role as 301(15.23%) SMEs enhance business performance with PPC. 232 out of 520 SMEs (11.74%) go with SEO to improve their business performance. 203 (10.27%) out of 520 choose mobile marketing, and 174 (8.81%) opt for Email marketing to enhance their business performance. 166 suggest Youtube ads, and 136 offer Facebook ads to improve their business performance.

Literature related to SMEs' business performance shows that Social media marketing, Email marketing, and search engine marketing help improve SMEs' business performance (Prathivi, 2020). However, the survey responses' analysis illustrated that website traffic helps them the most to enhance business performance. Social Media Marketing holds the second position in enhancing the business performance of SMEs. PPC and Mobile marketing also shows a great impact in enhancing the business performance of SMEs. Two other factors, such as Facebook ads and Youtube ads, also positively impact the business performance of SMEs. Even though these two factors have no great literature support, but SMEs utilize these digital marketing platforms to enhance their business performance.

**SQ11. How do you measure your business performance after using digital marketing?**

Table 4.30: Number of valid participants for survey question 11

Statistics		
N	Valid	521
	Missing	0

Table 4.31: Statistics Tables show multiple aggregate metrics for SQ11.

This table evaluates all of the responses collected for SQ11 and displays calculated results such as mean and standard deviation.

#	Answer	%	Count
1	Quality Leads	38.19%	438
2	Sales	33.13%	380
3	New Customers	27.72%	318
4	others	0.96%	11
	Total	100%	1147

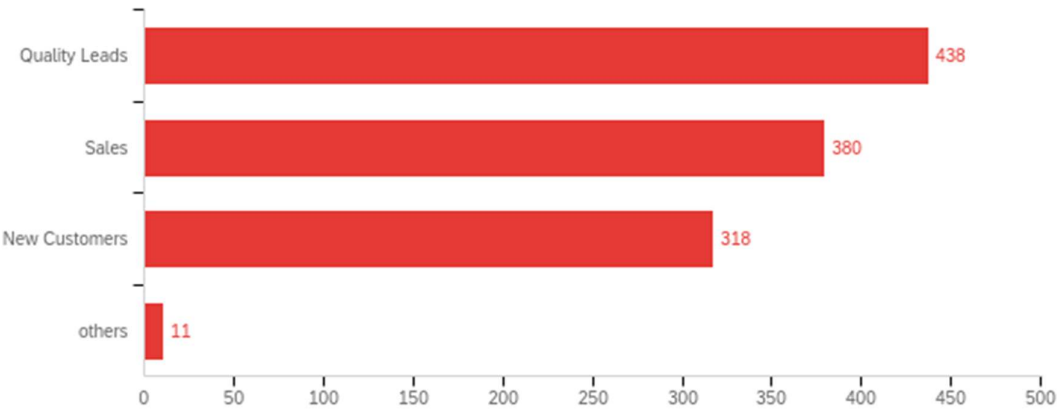


Figure 4.11 SQ11 Business performance in SME with digital marketing

Figure 4.11 illustrates how SMEs measure business performance after using digital marketing. Most SMEs, 438 (38.19%) out of 521, selected analysing quality leads as one of the important ways to calculate the business performance after using digital marketing. Quality leads mean information that can convert into an actual sale of the product or service. However, respondents who choose ‘sales’ to measure business performance is about 380 (33.13%), is the second most. 318 (27.72%) SMEs suggest that new customers are essential for measuring business performance. Only 11 SMEs use other methods to measure business performance.

**Q12. How satisfied were you while using digital marketing to enhance your business performance?**

Table 4.31: Number of valid participants for survey question 12

Statistics		
N	Valid	521
	Missing	0

Table 4.32: Statistics Tables show multiple aggregate metrics for SQ12.

This table evaluates all of the responses collected for SQ12 and displays calculated results such as mean and standard deviation.

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Q12. How satisfied were you while using digital marketing to enhance your business performance?	1.00	7.00	1.57	1.02	1.03	515

Table 4.33: The table displays the name of each answer option for SQ12, the percentage, count of the number of respondents who selected or were assigned the option, and the total number of responses.

#	Answer	%	Count
1	Extremely satisfied	67.77%	349
2	Moderately satisfied	18.06%	93
3	Slightly satisfied	6.02%	31
4	Neither satisfied nor dissatisfied	6.60%	34
5	Slightly dissatisfied	0.97%	5
6	Moderately dissatisfied	0.19%	1
7	Extremely dissatisfied	0.39%	2
	Total	100%	515

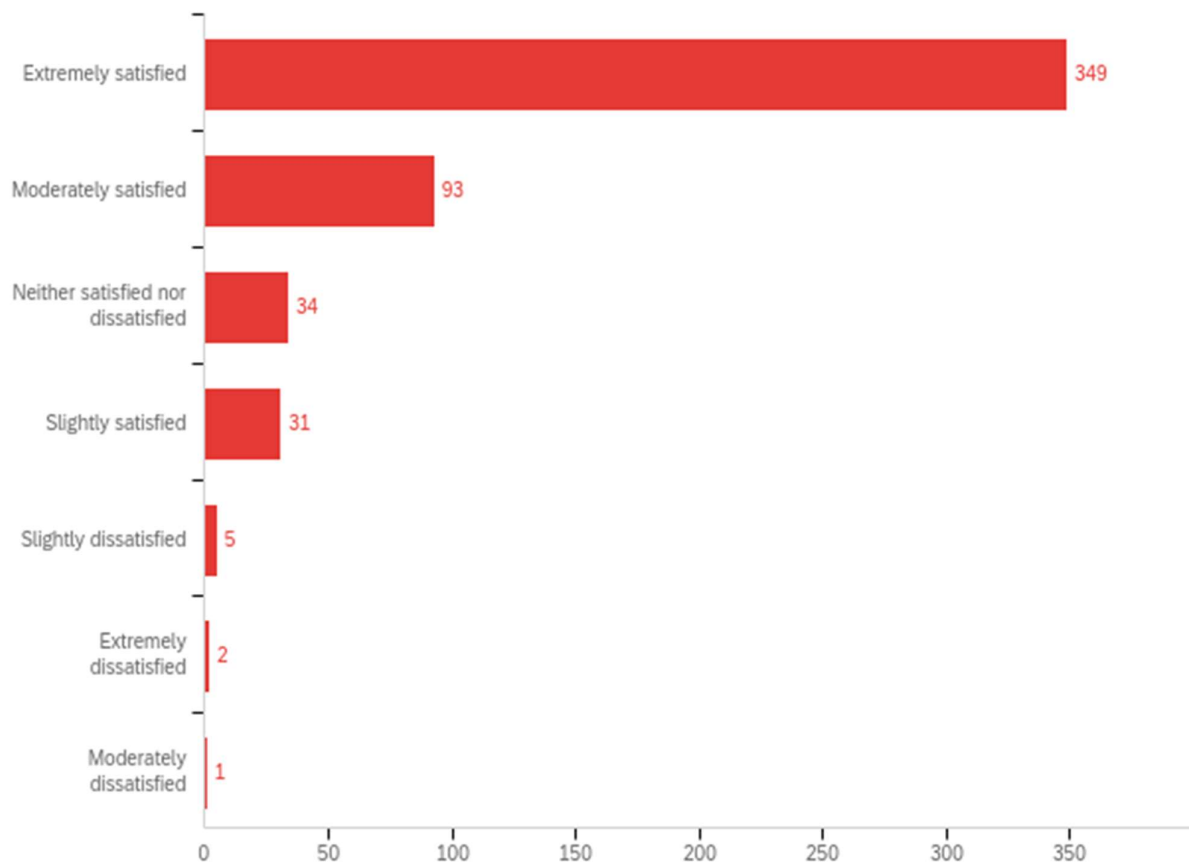


Figure 4.12 SQ12 digital media to enhance business performance

As is reflected in Figure 4.12, most SMEs, 349 (67.77%) are extremely satisfied to use digital marketing to enhance their business performance. Only 93 (18.06%) are moderately satisfied to use digital marketing to enhance their business performance. 32 (6.60%) answered that they are neither satisfied nor dissatisfied. 31 (6.02%) SMEs are slightly satisfied with using digital marketing to enhance their business performance. 5 (.97%) slightly disappointed to use digital marketing to enhance their business performance. Only 2 (.39%) SMEs are extremely dissatisfied with using digital marketing to improve business performance.

### Q13. Do you think digital media supports your after-sales?

Table 4.34: Number of valid participants for survey question 13

	Statistics	
N	Valid	521
	Missing	0

Table 4.35: Statistics Tables show multiple aggregate metrics for SQ13

This table evaluates all of the responses collected for SQ1 and displays calculated results such as mean and standard deviation

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Q13. Do you think digital media supports your follow-ups after sales?	1.00	3.00	1.13	0.46	0.21	517

Table 4.36: The table displays the name of each answer option for SQ13, the percentage, count of the number of respondents who selected or were assigned the option, and the total number of responses.

#	Answer	%	Count
1	Yes	92.07%	476
2	No	3.09%	16
3	Maybe	4.84%	25
	Total	100%	517

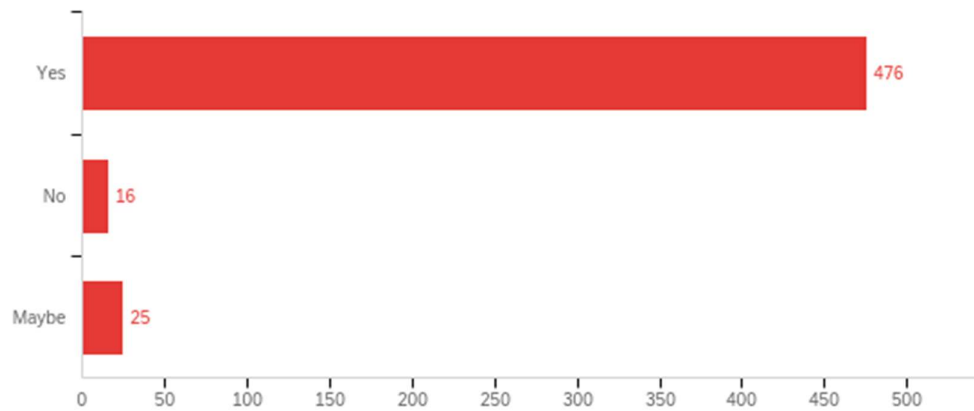


Figure 4.13 SQ13 digital media in after-sales of SME

Figure 4.3 illustrates that most SMEs, 476 (92.07%) out of 521, answered as digital media supports their after-sales. However, 25 (4.84%) SMEs stated that digital media may be supports their after-sales. 16(3.09%) SMEs answered as digital media not supporting after-sales.

**SQ14. Are you getting new customers with the help of digital marketing?**

Table 4.37: Number of valid participants for survey question 14

Statistics		
N	Valid	521
	Missing	0

Table 4.38 : Statistics Tables show multiple aggregate metrics for SQ14.

This table evaluates all of the responses collected for SQ14 and displays calculated results such as mean and standard deviation

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Q14. Are you getting new customers with the help of digital marketing?	1.00	2.00	1.02	0.15	0.02	515

Table 4.39: The table displays the name of each answer option for SQ14, the percentage, count of the number of respondents who selected or were assigned the option, and the total number of responses.

#	Answer	%	Count
1	Yes	97.67%	503
2	No	2.33%	12
	Total	100%	515

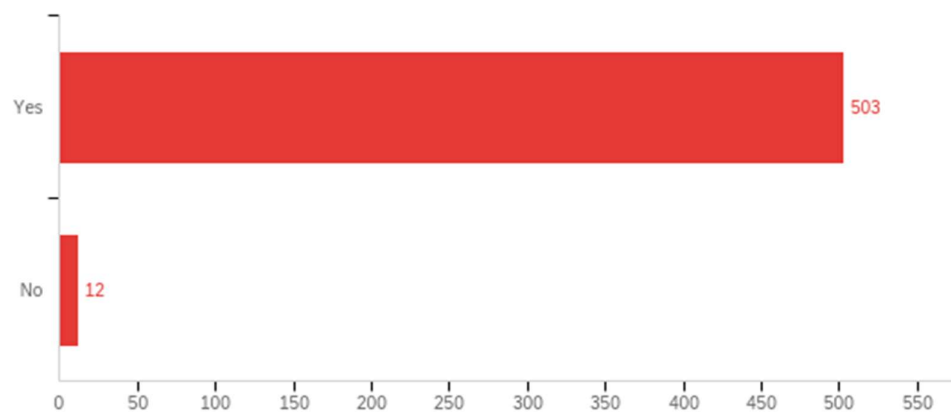


Figure 4.14 New customers in SMEs with the help of digital marketing



Figure 4.3 illustrates that most SMEs, 503 (97.67%) out of 521, is getting new customers with the help of digital marketing. Only 12 SMEs (2.33%) are not getting new customers with digital marketing.

**SQ15. Do you think digital marketing helps you enhance Online-sales?**

Table 4.40: Number of valid participants for survey question 15

Statistics		
N	Valid	521
	Missing	0

Table 4.41: Statistics Tables show multiple aggregate metrics for SQ15.

This table evaluates all of the responses collected for SQ15 and displays calculated results such as mean and standard deviation.

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Q15. Do you think digital marketing helps you enhance Online-sales?	1.00	5.00	1.42	0.82	0.68	515

Table 4.42: The table displays the name of each answer option for SQ15, the percentage, count of the number of respondents who selected or were assigned the option, and the total number of responses.

#	Answer	%	Count
1	Definitely yes	73.98%	381
2	Probably yes	14.37%	74
3	Might or might not	7.77%	40
4	Probably not	3.11%	16
5	Definitely not	0.78%	4
	Total	100%	515

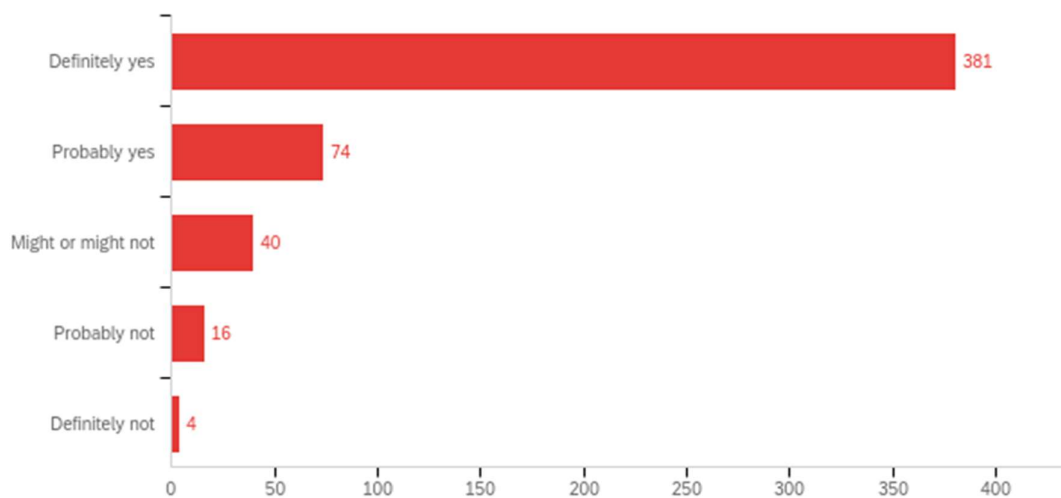


Figure 4.15 Digital marketing to improve online sales

Figure 4.3 illustrates that most SMEs, 381(73.98%), answered ‘definitely yes’ to improve online sales with digital marketing. 74 (14.34%) answered probably yes, 40(7.77%) SMEs answered ‘might or might not, and 16 (3.11%) answered ‘probably not.’ Very minority, 4(.78%) answered ‘definitely not.’

SQ16. Which platform do you prefer to target customers?

Table 4.43: Number of valid participants for survey question 16

Statistics		
N	Valid	521
	Missing	0

Table 4.44 : Statistics Tables show multiple aggregate metrics for SQ16.

This table evaluates all of the responses collected for SQ16 and displays calculated results such as mean and standard deviation.

#	Answer	%	Count
1	Facebook ads	51.21%	464
2	Google Ads	45.58%	413
3	Others	3.20%	29
	Total	100%	906

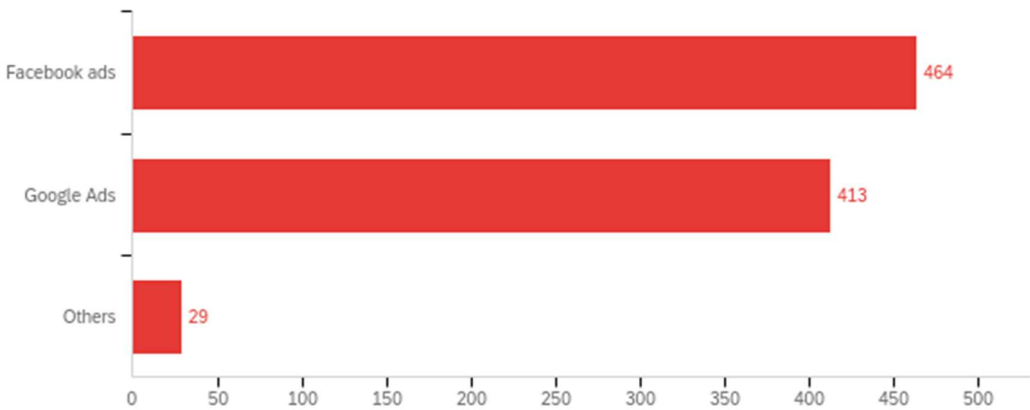


Figure 4.16 SQ16 platform to target customers

Figure 4.6 shows the platform SMEs use to target customers. The participants who chose “Facebook ads” and “Google ads” were very close; the proportion was 51.21% and 45.58%, respectively. However, only 3.20% of SMEs choose other options. This shows that most SMEs choose Facebook ads, and Google ads are the main platforms to target customers.

SQ17. How satisfied were you while using digital marketing platforms in your after-sales?

Table 4.45: Number of valid participants for survey question 17

Statistics		
N	Valid	521
	Missing	0

Table 4.46: Statistics Tables show multiple aggregate metrics for SQ17.

This table evaluates all of the responses collected for SQ17 and displays calculated results such as mean and standard deviation.

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Q17. How satisfied were you while using digital marketing platforms in your after-sales?	1.00	7.00	1.59	1.06	1.13	512

Table 4.47: The table displays the name of each answer option for SQ17, the percentage, count of the number of respondents who selected or were assigned the option, and the total number of responses

#	Answer	%	Count
1	Extremely satisfied	69.53%	356
2	Moderately satisfied	14.06%	72
3	Slightly satisfied	7.03%	36
4	Neither satisfied nor dissatisfied	8.01%	41
5	Slightly dissatisfied	0.59%	3
6	Moderately dissatisfied	0.39%	2
7	Extremely dissatisfied	0.39%	2
	Total	100%	512

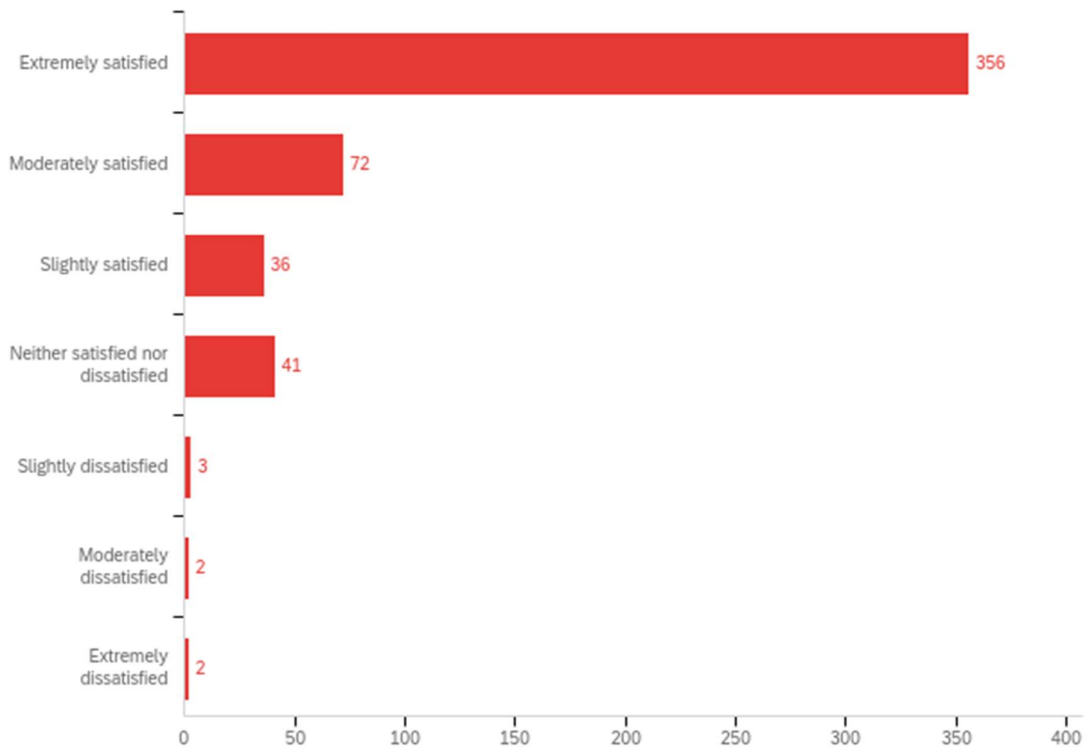


Figure 4.17 SQ17 Digital platforms in after-sales

As is reflected in Figure 4.17, most SMEs, 356 (69.53%), are extremely satisfied with digital marketing platforms to improve After-sales. A small percentage, 72 (14.06%) are moderately satisfied with digital marketing platforms to improve After-sales. 41 (8.01%) answered that they are neither satisfied nor dissatisfied. 36 (7.03%) SMEs are slightly satisfied to improve After-sales. 3 (.59%) slightly disappointed with digital marketing platforms to enhance After-sales. Only 2 (.39%) SMEs are extremely dissatisfied with digital marketing platforms in After-sales. This result shows that the majority of participants are satisfied with digital marketing platforms to improve After-sales.

**SQ18. Is Digital Marketing helpful in making a business profit at a minimum cost?**

Table 4.48: Number of valid participants for survey question 18

Statistics		
N	Valid	521
	Missing	0

Table 4.49: Statistics Tables show multiple aggregate metrics for SQ18.

This table evaluates all of the responses collected for SQ18 and displays calculated results such as mean and standard deviation

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Q18. Is Digital Marketing helpful in making a business profit at a minimum cost?	1.00	3.00	1.12	0.45	0.20	511

Table 4.50: The table displays the name of each answer option for SQ18, the percentage, count of the number of respondents who selected or were assigned the option, and the total number of responses.

#	Answer	%	Count
1	Yes	93.35%	477
2	No	1.76%	9
3	Maybe	4.89%	25
	Total	100%	511

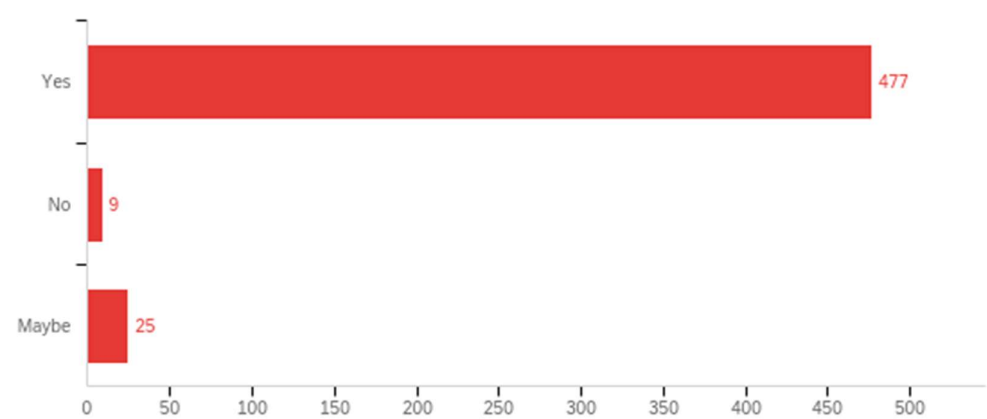


Figure 4.18 SQ18 business profit at a minimum cost with digital marketing

Figure 4.18 illustrates that most SMEs, 477 (96.95%) out of 521 answered that digital Marketing helpful in making a business profit at a minimum cost. 25 (4.89%) SMEs answered “maybe.” Only 9 SMEs (1.76%), which is a very limited number, answered that digital Marketing is not helpful in making a business profit at a minimum cost.

**SQ19. What are the benefits offered by digital marketing? Click as many as apply.**

Table 4.51: Number of valid participants for survey question 19

Statistics		
N	Valid	521
	Missing	0

Table 4.52 : The table displays the name of each answer option for SQ19, the percentage, count of the number of respondents who selected or were assigned the option, and the total number of responses.

#	Answer	%	Count
1	Reach a global marketplace	26.68%	444
2	Reach the right customers at Minimum cost	20.07%	334
3	Understand customer needs effectively	21.94%	365
4	Brand Awareness	21.27%	354
5	Track responses	9.56%	159
6	Others	0.48%	8
	Total	100%	1664



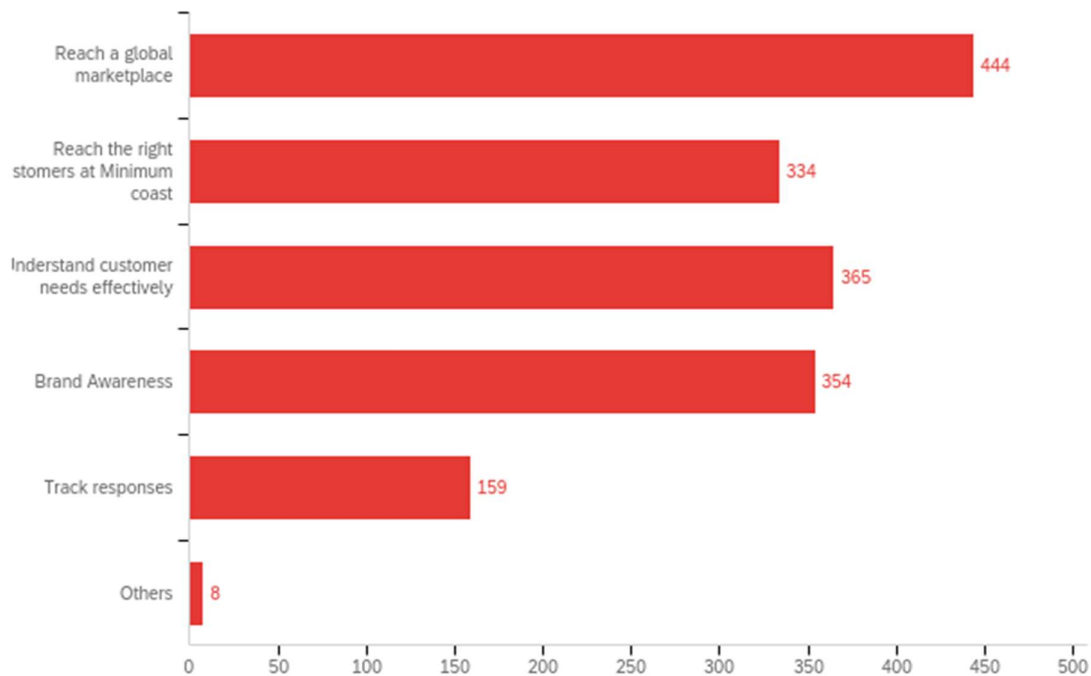


Figure 4.19 SQ19 Benefits of Digital Marketing

Given in Figure 4.19 is the information regarding the benefits of digital marketing. The gaps between the first 4 options are very close. However, 444 (26.68%) SMEs answered that reaching a global marketplace is one of the main benefits of digital marketing. 334 (20.07%) answered as reaching the right customers at minimum cost is one of the important benefits of digital marketing. 365 (21.94%) considered that understand customer needs effectively is an essential benefit of digital marketing. 354 (21.27%) SMEs answered that creating brand awareness is a vital benefit of digital marketing. 159 (9.56%) SMEs answered that tracking response of the customers is an indispensable benefit of digital marketing. Figure 4.19 illustrates that Reach a global marketplace, Reach the right customers at minimum cost, understand customer needs effectively, brand awareness, and track responses are the important benefits of digital marketing.

**SQ20. Is digital media marketing more convenient to use in comparison to other ways?**

Table 4.53: Number of valid participants for survey question 20

Statistics		
N	Valid	514
	Missing	0

Table 4.54: Statistics Tables show multiple aggregate metrics for SQ20.

This table evaluates all of the responses collected for SQ20 and displays calculated results such as mean and standard deviation.

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Q20. Is digital media marketing more convenient to use in comparison to other ways?	1.00	3.00	1.12	0.47	0.22	514

Table 4.55: The table displays the name of each answer option for SQ20, the percentage, count of the number of respondents who selected or were assigned the option, and the total number of responses.

#	Answer	%	Count
1	Yes	93.19%	479
2	No	1.17%	6
3	Maybe	5.64%	29
	Total	100%	514

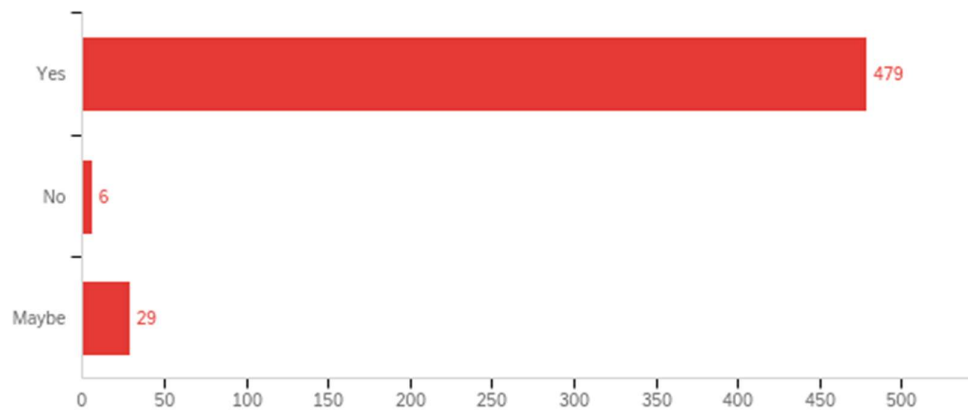


Figure 4.20 digital media marketing convenience

Figure 4.20 illustrates that most SMEs, 479 (93.19%) out of 514 answered that digital media marketing more convenient to use in comparison to other ways. 29 (5.69%) SMEs answered “maybe”. Only 6 SMEs (1.17%), a very limited number, answered that digital media marketing is not a convenient option compared to other ways.

**SQ21. Would you recommend digital media marketing to others in the future?**

Table 4.56 Number of participants to SQ21

Statistics		
N	Valid	512
	Missing	0

Table 4.57: Statistics Tables show multiple aggregate metrics for SQ21.

This table evaluates all of the responses collected for SQ21 and displays calculated results such as mean and standard deviation.

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Q21. Would you recommend digital media marketing to others in future?	1.00	3.00	1.08	0.38	0.14	512

Table 4.58: The table displays the name of each answer option for SQ21, the percentage, count of the number of respondents who selected or were assigned the option, and the total number of responses.

#	Answer	%	Count
1	Yes	96.09%	492
2	No	0.20%	1
3	Maybe	3.71%	19
	Total	100%	512

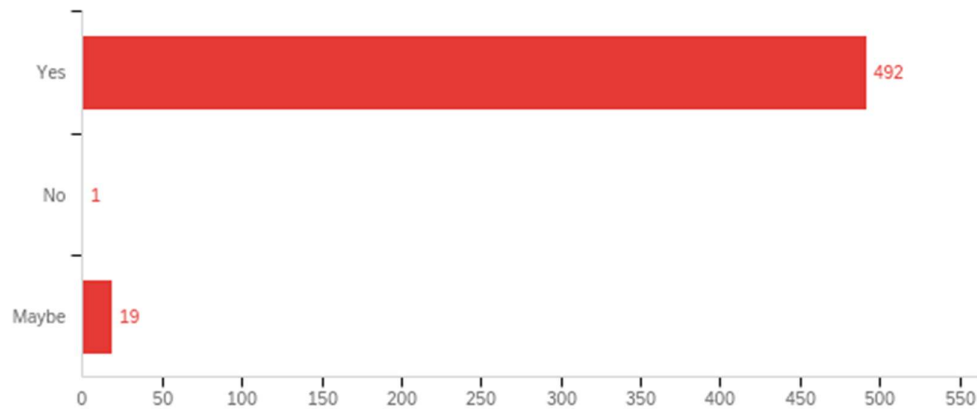


Figure 4.21 SQ21 Recommend digital marketing

Figure 4.21 illustrates that most SMEs, 492 (96.09%) out of 514 recommend digital marketing to others in the future. 19 (3.671%) SMEs answered “maybe.” Only 6 SMEs (1.17%), a very limited number, not recommending digital marketing in the future.

#### 4.2.3 Univariate analysis: chi-square

The Chi-square test is used for univariate analysis. The survey data was imported to SPSS to determine the relationship between dependent variables and survey questions individually. The Chi-square test finds out the relationship between the demographic variable gender with survey questions SQ12, SQ12, SQ17. These three survey questions are the liquid scales that

show the satisfaction rate of SMEs in using digital marketing platforms in their business performance, online sales, After-sales. To identify the relationship, p-value derived after the performance of the Chi-square test in SPSS is then compared with the 95 percent confidence level. Hence, when the p-value is less or equal to 0.05 (the significance level), the researcher rejects the null hypotheses. The data favors the alternative hypotheses. The results are statistically significant. When the p-value is greater than the significance level ( $p > 0.05$ ), the null hypothesis is accepted. The results are not significant.

Gender \*SQ12

H<sub>0</sub>: There is no relationship between age and SQ12

H<sub>1</sub>: There is a relationship between age and SQ12

Table 4.2.2.1 Number of respondents to SQ12

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Gender * SQ12 business performance	521	100.0%	0	0.0%	521	100.0%

Table 4.2.2.2 Code value for the answers of SQ12

Answer	Code
Extremely satisfied	6
Moderately satisfied	5
Slightly satisfied	4
Neither satisfied nor dissatisfied	3
Slightly dissatisfied	2
Moderately dissatisfied	1
Extremely dissatisfied	0

Table 4.2.2.3 Cross-tabulation Gender\*SQ12

Gender * SQ12 Business performance Crosstabulation									
Count									
		SQ12: Business performance							Total
		Extremely satisfied(6)	Moderately satisfied (5)	Slightly satisfied(4)	Neither satisfied nor dissatisfied(3)	Slightly dissatisfied(2)	Moderately dissatisfied(1)	Extremely dissatisfied(0)	
Gender	Female	95	89	43	51	7	5	8	298
	male	84	73	24	28	2	5	3	219
	Others	0	0	0	0	0	0	0	0
	Don't want to state	3	1	0	0	0	0	0	4
Total		182	163	67	79	9	10	11	521

Table 4.2.2.4 Chi-square results for Gender\*SQ12

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	9.384 <sup>a</sup>	12	.513
Likelihood Ratio	10.871	12	.454
Linear-by-Linear Association	4.029	1	.025
N of Valid Cases	521		
a. 11 cells (55.0%) have expected count less than 5. The minimum expected count is .05.			

From table 4.2.2.3,  $p=0.513$   $p>0.05$

Therefore, the null hypotheses H<sub>0</sub> is accepted that states that there exists no relationship between gender and SQ12. Otherwise, it can be said that both gender and SQ12 are independent of each other.

Gender \*SQ15

H<sub>0</sub>: There is no relationship between age and SQ15

H<sub>1</sub>: There is a relationship between age and SQ15

Table 4.2.2.5 Number of respondents to SQ15

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Gender * SQ15 Online sales	521	100.0%	0	0.0%	521	100.0%

Table 4.2.2.6 Code value for the answers of SQ15

Answer	Code
Definitely yes	4
Probably yes	3
Might or might not	2
Probably not	1
Definitely not	0

Table 4.2.2.7 Cross-tabulation Gender\*SQ15

Gender * SQ15 Online sales Crosstabulation							
Count							
		Total					
		Definitely yes(4)	Probably yes(3)	Might or might not(2)	Probably not(1)	Definitely not(0)	
Gender	Female	91	82	67	28	7	275
	male	89	77	55	19	2	219
	Others	0	0	0	0	0	0
	Don't want to state	3	1	0	0	0	4
Total		183	160	122	47	9	521

Table 4.2.2.8 Chi-square results for Gender\*SQ15

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	8.384 <sup>a</sup>	12	.506
Likelihood Ratio	9.871	12	.334
Linear-by-Linear Association	3.029	1	.035
N of Valid Cases	521		
a. 11 cells (55.0%) have an expected count of less than 5. The minimum expected count is .05.			

From table 4.2.2.6,  $p=0.513$   $p>0.05$



Therefore, the null hypotheses H0 is accepted that states that there exists no relationship between gender and SQ15. Otherwise, it can be said that both gender and SQ15 are independent of each other.

Gender \*SQ17

H<sub>0</sub>: There is no relationship between age and SQ17

H<sub>1</sub>: There is a relationship between age and SQ17

Table 4.2.2.9 Number of respondents to SQ17

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Gender * SQ17 After-sales	521	100.0%	0	0.0%	521	100.0%

Table 4.2.2.10 Code value for the answers of SQ17

Answer	Code
Extremely satisfied	6
Moderately satisfied	5
Slightly satisfied	4
Neither satisfied nor dissatisfied	3
Slightly dissatisfied	2
Moderately dissatisfied	1
Extremely dissatisfied	0

Table 4.2.2.11 Cross-tabulation Gender\*SQ17

Gender * SQ17 After-sales Crosstabulation									
Count									
		SQ17: After-sales							Total
		Extremely satisfied(6)	Moderately satisfied(5)	Slightly satisfied(4)	Neither satisfied nor dissatisfied(3)	Slightly dissatisfied(2)	Moderately dissatisfied(1)	Extremely dissatisfied(0)	
Gender	Female	89	79	47	49	5	4	3	276
	male	91	78	33	28	3	5	2	241
	Others	0	0	0	0	0	0	0	0
	Don't want to state	3	1	0	0	0	0	0	4
Total		183	158	80	78	8	9	5	521

Table 4.2.2.12 Chi-square results for Gender\*SQ17

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	7.184 <sup>a</sup>	12	.509
Likelihood Ratio	8.671	12	.268
Linear-by-Linear Association	3.021	1	.019
N of Valid Cases	521		
a. 11 cells (55.0%) have an expected count of less than 5. The minimum expected count is .05.			

From table 4.2.2.9,  $p=0.513$   $p>0.05$

Therefore, the null hypotheses  $H_0$  is accepted that states that there exists no relationship between gender and SQ17. Otherwise, it can be said that both gender and SQ17 are independent of each other.

# 5. DISCUSSION

## 5.1 Introduction

This chapter discussed the relationship between the independent variables and dependent variables and how these variables are related to the theoretical framework (digital marketing model) is carried out. Using the findings from the literature review in chapter 2 and the results of the analysis in chapter 4, the interconnections of the modified digital marketing model and the variable are discussed in detail. Section 5.2 discusses the results obtained using SPSS to perform descriptive analysis. In this section, the descriptive analysis results are summarised and compared with finding from Literature Review.

## 5.2 Discussion on Descriptive Analysis

This section discusses the summarised descriptive analysis performed on the data derived from an online survey with 521 responses. The analysis was performed using SPSS from the data derived. With the results of this descriptive analysis, the hypotheses were established as supported or partially supported. The detailed results of the descriptive analysis have been presented in Chapter 4. The key finding from the descriptive analysis is that Digital Marketing Model For SME's to establish the connection among the independent variables such as Email Marketing, Social Media Marketing, SMS Marketing, E-commerce, Pay-per-Click, SEO, Website traffic with dependent variables such as SME's Performance, Online sales, and after-sales.

### 5.2.1 Descriptive Analysis of Business Performance, Online sales, After sales

Business Performance: Impact of Website, SEO, PPC, Social Media Marketing, Mobile Marketing, Email Marketing on the Business performance of SMEs.

### Research Question

**RQ 1.1 How does digital marketing affect SMEs in business performance?**



### Hypotheses

- H1: Website Traffic have a positive impact on the Business Performance of SMEs.
- H4: Social media marketing have a positive impact on the Business Performance of SMEs.
- H7: Email Marketing have a positive impact on the Business Performance of SMEs.
- H10: Mobile Marketing have a positive impact on the Business Performance of SMEs.
- H13: SEO have a positive impact on the Business Performance of SMEs.
- H16: PPC have a positive impact on the Business Performance of SMEs.

Website, SEO, PPC, Social Media Marketing, Mobile Marketing, Email Marketing has a positive impact on SMEs' business performance.

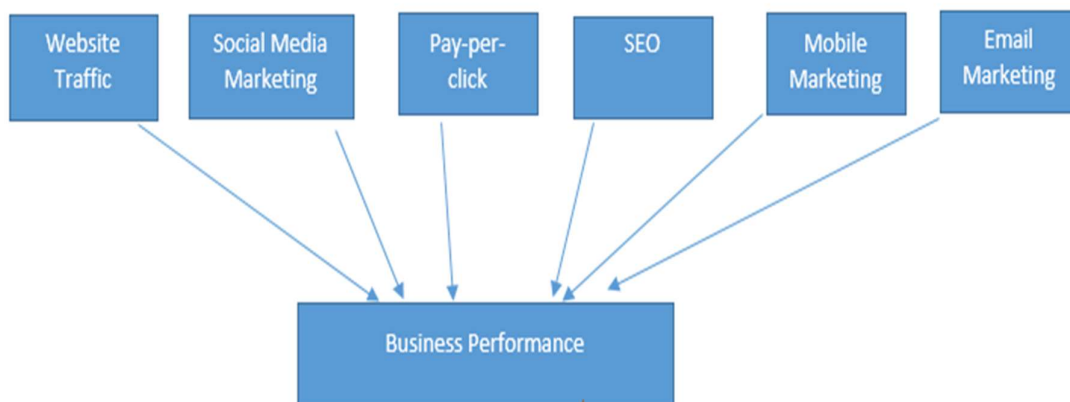


Figure 5.2.1 Digital Marketing Factors with business performance

Literature related to SMEs' business performance show that Social media marketing, Email marketing, and search engine marketing help improve SMEs' business performance (Omondi, 2017). However, the survey responses' analysis illustrated that website traffic helps them the most to enhance business performance. Social Media Marketing holds the second position in enhancing the business performance of SMEs. PPC and Mobile marketing also shows a great impact in enhancing the business performance of SMEs. Two other factors, such as Facebook ads and Youtube ads, also positively impact the business performance of SMEs. Even though these two factors have no great literature support, but SMEs utilize these digital marketing platforms to enhance their business performance.

#### 5.2.2 Agree level Table

Table 5.2.1 Agree level decision-making table

Agree Level	Percentage	Supported/partially Supported
Agree level is calculated based on the survey responses of corresponding RQ	Percentage>50%	Supported
	Percentage<50%	Partially Supported

The Agree Level in Table 5.2 shows the SME's level of support for each digital marketing factor in Business performance. The total number of participants for this survey question (SQ10) is 521. The agree level percentage is calculated based on the total number of participants who attended the corresponding survey question and the number of respondents for individual factors. The agree level is obtained by considering Table 5.2.1.

Table 5.2.2 Business Performance: Hypotheses supported level after data analysis

Hypotheses	Research Question	Agree Level Percentage	Connected with RQ
H1: Website Traffic has a positive impact on the Business Performance of SMEs.	RQ1, RQ1.1	79.27%	Supported
H4: Social media marketing has a positive impact on the Business Performance of SMEs.		71.40%	Supported
H7: Email Marketing has a positive impact on the Business Performance of SMEs.		30.32%	Partially Supported
H10: Mobile Marketing has a positive impact on the Business Performance of SMEs.		41.45%	Partially Supported
H13: SEO has a positive impact on the Business Performance of SMEs.		51.82%	Supported
H16: PPC has a positive impact on the Business Performance of SMEs.		65.45%	Supported

Online Sales:

Impact of Website, SEO, Pay Per Click (PPC), Social Media Marketing, Mobile Marketing, Email Marketing on the Online Sales of SMEs.

Research Question

RQ 1.2 How does digital marketing affect SMEs in Online sales?

Hypotheses

- H1: Website Traffic has a positive impact on the Online sales of SMEs.  
H4: Social media marketing has a positive impact on the Online sales of SMEs.  
H7: Email Marketing has a positive impact on the Online sales of SMEs.  
H10: Mobile Marketing has a positive impact on the Online sales of SMEs.  
H13: SEO has a positive impact on the Online sales of SMEs.  
H16: PPC has a positive impact on the Online sales of SMEs.

Website, SEO, Pay Per Click (PPC), Social Media Marketing, Mobile Marketing, and Email Marketing have a positive impact on SMEs' Online sales as shown in Figure 5.2.2 below.



Figure 5.2.2 Digital marketing factors impact Online Sales



Literature related to SMEs' online sales shows organizations should have an online presence, either through a business website or an online store (Teixeira, 2017). However, the survey responses' analysis illustrated that website traffic helps them the most to enhance online sales. Social Media Marketing holds the second position in enhancing the online sales of SMEs. PPC and Mobile marketing also shows a great impact in enhancing the online sales of SMEs. Two other factors, such as Facebook ads and Youtube ads, also positively impact SMEs' online sales. Even though these Facebook ads and Youtube ads have no excellent literature support in supporting SME's online sales, survey analysis shows that SMEs utilize these digital marketing platforms to enhance their online sales.

The Agree Level in Table 5.2.3 shows the SME's level of support for each digital marketing factor in Online sales. The total number of participants for this survey question (SQ8) is 521. The agree level percentage is calculated based on the total number of participants who attended the corresponding survey question and the number of respondents for individual factors. The agree level percentage is obtained by considering Table 5.2.1.

Table 5.2.3 Online sales: Hypotheses supported level after data analysis

Hypotheses	Research Question	Agree Level	Support status
H1: Website Traffic has a positive impact on the Online sales of SMEs.	RQ1, RQ1.2	77.92%	Supported
H4: Social media marketing has a positive impact on the Online sales of SMEs.		66.98%	Supported
H7: Email Marketing has a positive impact on the Online sales of SMEs.		36.85%	Partially Supported
H10: Mobile Marketing has a positive impact on the Online sales of SMEs.		36.80%	Partially Supported
H13: SEO has a positive impact on the Online sales of SMEs.		59.78%	Supported
H16: PPC has a positive impact on the Online sales of SMEs.		65.45%	Supported

After-Sales:

Impact of Website, SEO, Pay Per Click (PPC), Social Media Marketing, Mobile Marketing, Email Marketing on the After-sales of SMEs.

Research Question

RQ 1.3 How does digital marketing affect SMEs in after-sales?

Hypotheses

- H1: Website Traffic have a positive impact on the after-sales of SMEs.  
H4: Social media marketing have a positive impact on the after-sales of SMEs.  
H7: Email Marketing have a positive impact on the after-sales of SMEs.  
H10: Mobile Marketing have a positive impact on the after-sales of SMEs.  
H13: SEO have a positive impact on the after-sales of SMEs.  
H16: PPC have a positive impact on the after-sales of SMEs.

Figure 5.2.3 shows that Website, SEO, Pay Per Click (PPC), Social Media Marketing, Mobile Marketing, and Email Marketing have a positive impact on SMEs' after-sales.

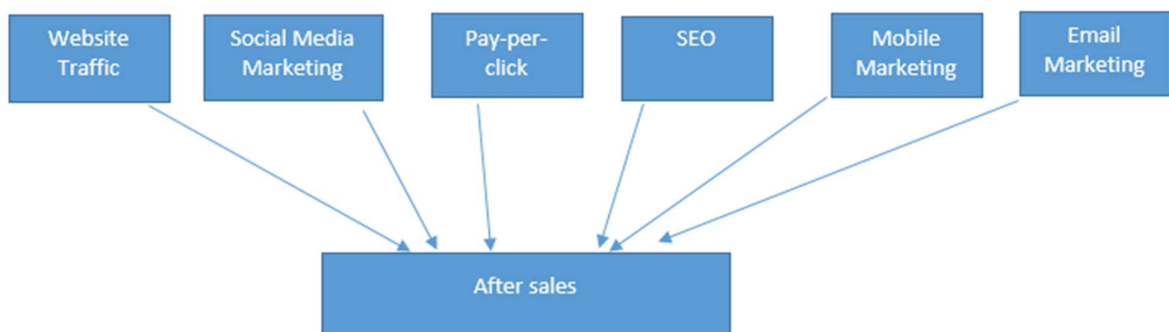


Figure 5.2.3 Digital marketing factors impact After-Sales

Literature related to SMEs' after-sales describes that creating a meaningful conversation for after-sales with the appropriate channel is essential (Nuseir, 2018). Literature also shows that the type of digital media that helps after sales is Chat boat and Email (Laboureau, 2019).

There is no literature that supports different digital marketing factors for after-sales.

However, the survey responses' analysis illustrated that website traffic helps them the most to enhance after-sales. Social Media Marketing holds the second position in improving the after-sales of SMEs. PPC and Mobile marketing also shows a great impact in enhancing the after-sales of SMEs. Two other factors, such as Facebook ads and Youtube ads, also positively impact SMEs' after-sales.

The Agree Level in Table 5.2.4 shows the SME's level of support for each digital marketing factor in After-sales. The total number of participants for this survey question (SQ6) is 521.

The agree level percentage is calculated based on the total number of participants who attended the corresponding survey question and the number of respondents for individual factors. The agree level percentage is obtained by considering Table 5.2.1.

Table 5.2.4 After-Sales: Hypotheses supported level after data analysis

Hypotheses	Research Question	Agree Level	Connected with RQ
H1: Website Traffic has a positive impact on the after-sales of SMEs.	RQ1, RQ1.3	82.54%	Supported
H4: Social media marketing has a positive impact on the after-sales of SMEs.		70.44%	Supported
H7: Email Marketing has a positive impact on the after-sales of SMEs.		47.98%	Partially Supported
H10: Mobile Marketing has a positive impact on the after-sales of SMEs.		41.24%	Partially Supported
H13: SEO has a positive impact on the after-sales of SMEs.		50.09%	Supported
H16: PPC has a positive impact on the after-sales of SMEs.		65.83%	Supported

### 5.3 Findings

Figure 5.3.1 shows the connection among literature related to the main research questions, related survey questions, and the identified digital marketing factors influencing the SME's performance. Figures 5.3.1 and 5.3.2 include independent variables, Dependent Variables, Literature Review, results, and the main RQ. These two figures support the main research question, sub research questions, hypotheses, and the main Digital Marketing Model (DMM, figure 5.3.3).

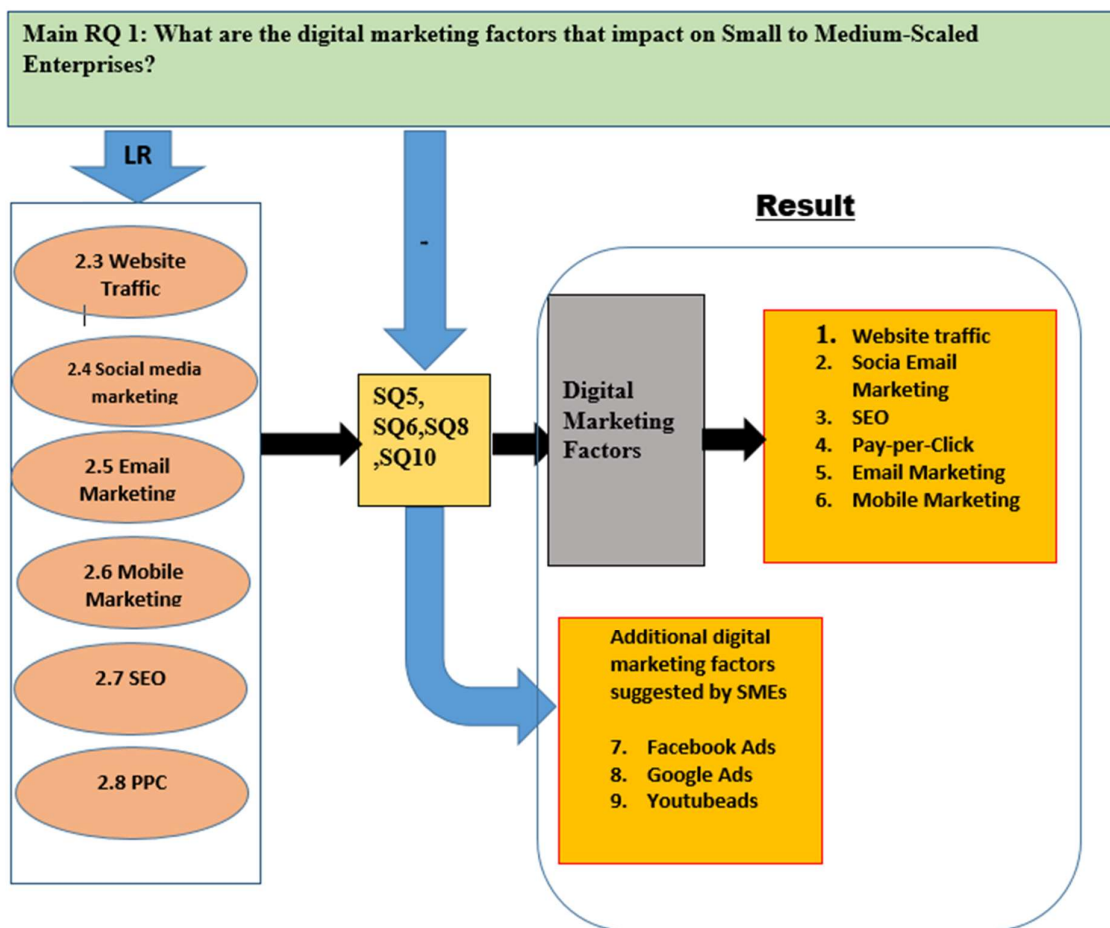


Figure 5.3.1, Main RQ: Literature Review, survey question, and results.

Figure 5.3.1 describes the main research question: what all are the digital marketing factors that impact on SMEs. The literature review based on the main research question shows six digital marketing factors they are, Website traffic, Email Marketing, Social Media Marketing, PPC, SEO, and Mobile Marketing. The survey questions derived from the main research question and the literature review are SQ5, SQ6, SQ8, SQ10. The data analysis is carried out based on the collected survey data. The result supports that the main digital marketing factors that impact SMEs are Website Traffic, Social Media Marketing, PPC, SEO, Mobile Marketing, and Email Marketing. The data analysis also shows three new digital marketing factors that are Facebook ads, Google ads, and Youtube Ads.

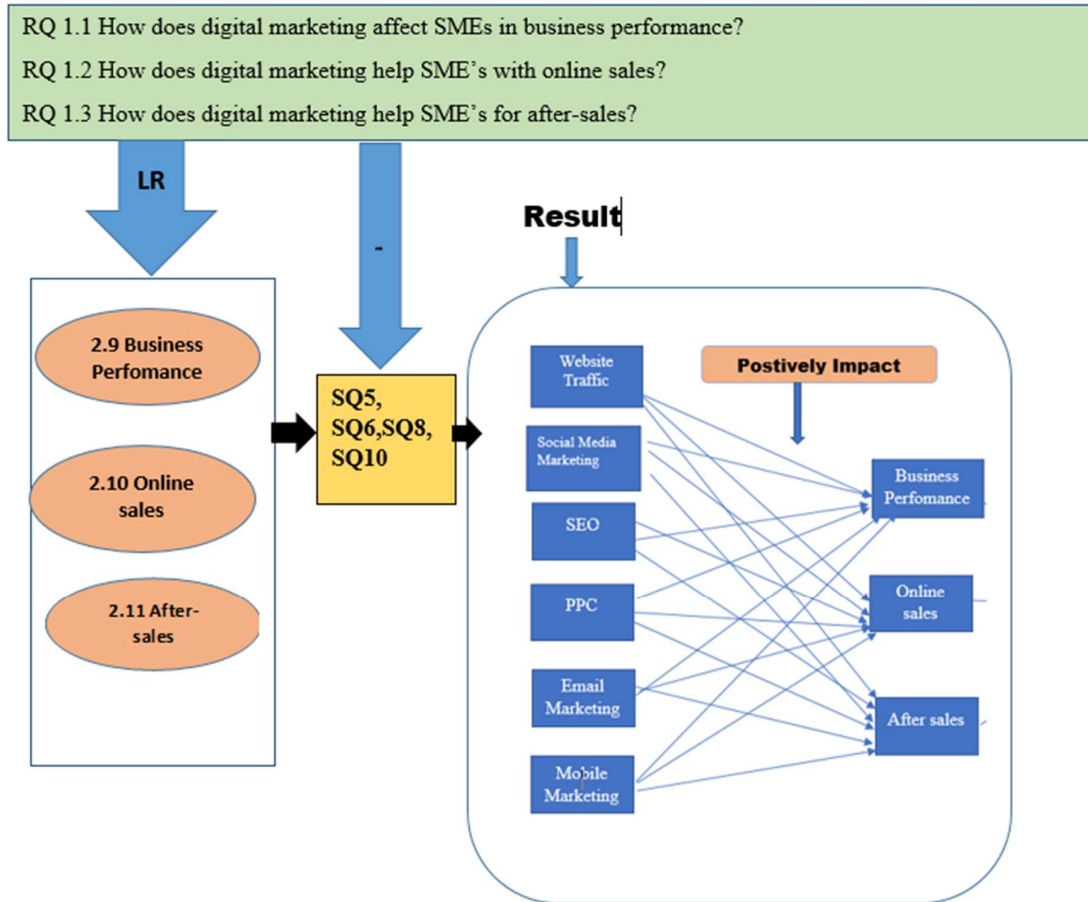


Figure 5.3.2 Sub RQ: Literature Review, survey question, and results.

Figure 5.3.2 describes the three sub research questions and the literature, related survey question, and the result. The literature review based on the three sub-research questions shows the relation among six digital marketing factors with business performance, online sales, and after-sales. The survey questions derived from the main research question and the literature review are SQ5, SQ6, SQ8, SQ10. The data analysis is carried out based on the collected survey data. The data analysis result supports the hypotheses and shows Website Traffic, Social Media Marketing, PPC, SEO, Mobile Marketing, and Email Marketing positively impact SME's Business performance, Online sales, and after-sales. The analysis supports that SMEs can use this DMM (digital marketing model, Figure 5.3.3) to enhance their business performance, online sales, and after-sales. This model is a unique and effective method to improve the overall performance of SMEs.



## 5.4 Summary of Findings

The findings of this study are summarised as follows,

- ❖ The result supports that the main digital marketing factors that impact SMEs are Website Traffic, Social Media Marketing, PPC, SEO, Mobile Marketing, and Email Marketing.
- ❖ Website Traffic, Social Media Marketing, PPC, SEO, Mobile Marketing, and Email Marketing has a positive impact on SME's Business performance.
- ❖ Website Traffic, Social Media Marketing, PPC, SEO, Mobile Marketing, and Email Marketing has a positive impact on SME's Online sales.
- ❖ Website Traffic, Social Media Marketing, PPC, SEO, Mobile Marketing, and Email Marketing has a positive impact on SME's after-sales.

The following figure also indicates the above mentioned summary of findings. Digital marketing factors such as Website Traffic, Social Media Marketing, PPC, SEO, Mobile Marketing, and Email Marketing significantly supports the Business performance, online sales, and after-sales of SMEs.

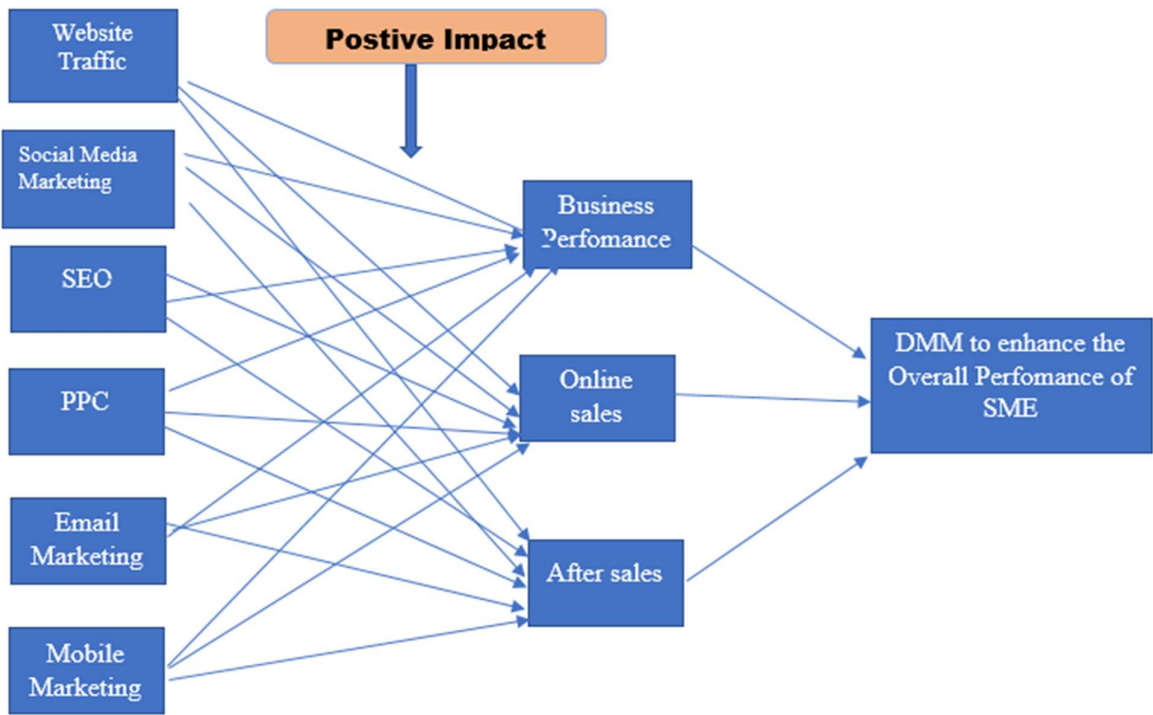


Figure 5.3.3 DMM (Digital Marketing Model for SMEs)

## 5.5 Conclusion

Chapter 5 discusses the results obtained after the performance of various qualitative analyses. The results from the descriptive analysis were compared with the previous literature review. All 21 hypotheses presented in the literature review are supported by the results of descriptive analysis. This section also explains how the digital marketing model (DMM) significantly supports the Business performance, online sales, and after-sales of SMEs. The researcher considers that this study could have expanded by including more open-ended

questions and change the sampling method for more accurate results. Those are the limitations of the study.

## 6. CONCLUSION

### 6.1 Introduction

Digitization has become part of SME's businesses. Digital marketing has a significant impact on the public compared to traditional marketing methods. The digital marketing model (DMM) identified in this research helps SMEs to uplift the performance. This chapter shows the conclusions of this research process, including the critical analysis of the research process and identified digital marketing model. This chapter also discusses the limitation and the recommendation of future work. In addition, the researcher discusses the whole research process and presents the results.

### 6.2 Limitations

The research has several limitations. First, insufficient time will be one of the biggest concerns for this research project. As this research uses an online survey to gather information, a period of three weeks to gather information would not be enough to gather accurate results from a broader audience. Secondly, An online survey was the method to collect information; there was a possibility that participants might be dishonest or have a bias about the questions, which could lead to distorted results.

Thirdly, This study is limited to find the impact of digital marketing factors like Website, SEO, Pay Per Click (PPC), Social Media Marketing, and Mobile Marketing, Email Marketing on SMEs' business performance, Online-sales, and after-sales. There are some other factors that also have significant impacts on SME's performance in different areas. Some of those factors are identified in the survey responses, but it has no solid literature and statistical support to include in the DMM model. The researched was not able to generate survey questions including those aspects.

### 6.3 Recommendations and Future Work

Digital marketing is growing incredibly worldwide. Digital Marketing is not only enhancing business performance, online sales, and after-sales of SMEs but also has some impacts on target customers, brand promotion, and customer retention. This study is limited to find the impact of digital marketing factors like Website, SEO, Pay Per Click (PPC), Social Media Marketing, and Mobile Marketing, Email Marketing has a positive impact on SMEs' business performance, Online-sales, and after-sales. Based on the literature review in Chapter 2, the research examined and evaluated the impact of six factors in the performance of SMEs. However, some other factors like Youtube and Facebook ads, target customers, new customers are also suggested in the survey. All these factors have a role in making positive changes in SME's performance. To understand all the digital marketing factors that impact SMEs different aspects could help SMEs to improve competitiveness. The future work of this study will be done in two aspects as follows.

- ❖ Develop a more elaborated form of DMM (digital marketing Model) that includes the impacts of digital marketing factors in target customers, brand promotion, and customer retention
- ❖ Create a new DMM for a large-scale organization the includes all the digital marketing factors that impact the entire performance of the organization.

### 6.4 Concluding Remarks

The digital marketing model (DMM) identified in this research helps SMEs to enhance their business performance, Online sales, and after-sales. This model is useful to enhance the performance of SMEs. All areas of industry are going through a difficult time in this pandemic lockdown. However, digital marketing has a significant impact on the public compared to traditional marketing methods. The reason is that a great percentage of individuals are relying entirely on digital media to make a purchase decision. In this situation, an efficient digital marketing model (DMM) could influence positively the customers of SMEs and eventually leads to the enhanced performance of SMEs. This research focuses on digital marketing factors that impact SMEs in India. Based on the literature review in Chapter 2, the research examined and evaluated the digital marketing factors such as website, SEO, Pay Per Click (PPC), Social Media Marketing, Mobile Marketing, and Email Marketing. The literature also examines the impact of these factors on SMEs' business performance, Online-sales, and after-sales. The philosophical worldview for

this research is post-positivism, and a quantitative approach was used. The theoretical framework for this research is DMM. The sampling technique, data gathering, and data analysis method for this research are also discussed. The limitations of this research and future works are discussed in this report as well. The analysis was performed by using an IBM statistical analytics tool, SPSS. The online survey was conducted using Qualtrix, and the link was sent to the participants through social media platforms such as LinkedIn, Facebook, and Twitter. The data was exported from the online portal into SPSS format. Descriptive analysis, and Chi-square test, have been performed to analyse answers to the research questions.

Digital Marketing Model for SMEs significantly supports the performance of SMEs. The dependent variables such as Email Marketing, Social Media Marketing, PPC, and SEO are completely supporting the SME's Performance, Online sales, and after-sales. The independent variables, such as Mobile Marketing and E-mail marketing, are partially supporting business performance, online sales, and after-sales. The analysis supports that SMEs can use this DMM (digital marketing model, Figure 5.3.3) to enhance their business performance, online sales, and after-sales. This model is a unique and effective method to enhance the overall performance of SMEs.

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## **APPENDIX A. Survey Design**

What are the digital marketing factors that impact on Small to Medium-Scaled Enterprises?

**Q1 Digital Marketing** This research aims to study the influence of digital marketing in SMEs and identify the factors that influence SMEs to explore Digital Marketing in their business. Also, looking at business performance, online sales, and after-sales of SMEs with the influence of Digital Marketing. Only SMEs in India are eligible to participate in an online survey. This online survey will remain open for two weeks to collect the responses from SMEs. Participants will spend 10-15 minutes answering the questions asked in an online survey. After participating in an online survey, all the information will not be disclosed to anyone. Research participants can request a copy of the online survey results by sending an email to the researcher. Researcher Details: Name: Anju, Email ID: [anjval05@student.wintec.ac.nz](mailto:anjval05@student.wintec.ac.nz) To see the full version of the Information Sheet, click on the link below:

Do you consent to these terms and conditions?

- ☐ Yes
- ☐ No

**Q1. Are you over the age of 18 years?**

- ☐ Yes
- ☐ No

Skip To: End of Survey If Q1. Are you over the age of 18 years? = No

**Q2. What is your gender?**

- ☐ Male
- ☐ Female

- ☐ Others
- ☐ Do not want to state

Q3. Are you part of any Small and medium Scale Business?

- ☐ Yes
- ☐ No
- ☐ Maybe

Skip To: End of Survey If Q3. Are you part of any Small and medium Scale Business? = No

Q4 Q4. Are you using digital marketing strategies in your business?

- ☐ Yes
- ☐ No

Q5. What are the main digital marketing options in your business?

Click as many as apply

- ☐ Website
- ☐ SEO
- ☐ Pay Per Click(PPC)
- ☐ Social Media Marketing
- ☐ Mobile Marketing
- ☐ Email Marketing
- ☐ Others \_\_\_\_\_

Q6. What strategies give you the best result in after-sales?

Click as many as apply

- ☐ Website
- ☐ SEO
- ☐ Pay Per Click(PPC)
- ☐ Social Media Marketing
- ☐ Mobile Marketing
- ☐ Email Marketing
- ☐ Others \_\_\_\_\_

Q7. Are your online sales enhanced with the help of Digital Marketing?

- ☐ Yes
- ☐ No

Q8. Which online platform gives you the best result in online sales?

Click as many as apply

- ☐ Website
- ☐ SEO
- ☐ Pay Per Click(PPC)
- ☐ Social Media Marketing
- ☐ Mobile Marketing
- ☐ Email Marketing
- ☐ Youtube ads
- ☐ Facebook Ads
- ☐ Others \_\_\_\_\_

Q9. Is your business performance enhanced with the help of Digital Marketing?

- ☐ Yes

- o No

Q10. Which online platform help you the most to enhance your business performance?

- ☐ Website
- ☐ SEO
- ☐ Pay Per Click(PPC)
- ☐ Social Media Marketing
- ☐ Mobile Marketing
- ☐ Email Marketing
- ☐ Youtube ads
- ☐ Facebook Ads
- ☐ Others \_\_\_\_\_

Q11. How do you measure your business performance after using digital marketing?

- ☐ Quality Leads
- ☐ Sales
- ☐ New Customers
- ☐ others \_\_\_\_\_

Q12. How satisfied were you while using digital marketing to enhance your business performance?

- o Extremely satisfied
- o Moderately satisfied
- o Slightly satisfied



- ☐ Neither satisfied nor dissatisfied
- ☐ Slightly dissatisfied
- ☐ Moderately dissatisfied
- ☐ Extremely dissatisfied

Q13. Do you think digital media supports your follow-ups after sales?

- ☐ Yes
- ☐ No
- ☐ Maybe

Q14. Are you getting new customers with the help of digital marketing?

- ☐ Yes
- ☐ No

Q15. Do you think digital marketing helps you enhance Online-sales?

- ☐ Definitely yes
- ☐ Probably yes
- ☐ Might or might not
- ☐ Probably not
- ☐ Definitely not

Q16. Which platform do you prefer to target customers?

- ☐ Facebook ads
- ☐ Google Ads
- ☐ Others \_\_\_\_\_

Q17. How satisfied were you while using digital marketing platforms in your after-sales?

- ☐ Extremely satisfied
- ☐ Moderately satisfied

- ☐ Slightly satisfied
- ☐ Neither satisfied nor dissatisfied
- ☐ Slightly dissatisfied
- ☐ Moderately dissatisfied
- ☐ Extremely dissatisfied

Q18. Is Digital Marketing helpful in making a business profit at a minimum cost?

- ☐ Yes
- ☐ No
- ☐ Maybe

Q19. What are the benefits offered by digital marketing? Click as many as apply.

- ☐ Reach a global marketplace
- ☐ Reach the right customers at Minimum cost
- ☐ Understand customer needs effectively
- ☐ Brand Awareness
- ☐ Track responses
- ☐ Others \_\_\_\_\_

Q20. Is digital media marketing more convenient to use in comparison to other ways?


- ☐ Yes
- ☐ No
- ☐ Maybe

Q21. Would you recommend digital media marketing to others in future?

- ☐ Yes
- ☐ No
- ☐ Maybe

## Appendix B

### Wintec Ethics Form

	<p>Research and Postgraduate Office (RPGO)</p> <p>Human Ethics in Research Group (HERG)</p>
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### *LOW RISK HUMAN ETHICS IN RESEARCH APPLICATION FORM*

Please refer to the [Ethics Guidelines](#) prior to completing this application.

The RPGO is located at the City Campus, D-Block (Offices D2.22 – D2.24), email [research@wintec.ac.nz](mailto:research@wintec.ac.nz) or phone Megan Allardice on Ext. 3582 for more information.

Please see the last page of this document for detailed instructions for completing this form.

	What are the digital marketing factors that impact on Small to Medium scale Enterprises?

2.1	Primary researcher's name	Anju Vallomparambil Sebastian
2.2	School//Centre/Unit	Centre of Business and Information Technology
2.3	Contact Details (Telephone and E-mail)	Telephone: 022-576-2014 E-mail: <a href="mailto:anjval05@student.wintec.ac.nz">anjval05@student.wintec.ac.nz</a>
2.4	Is this application a:	<input checked="" type="checkbox"/> Student Application <input type="checkbox"/> Staff Application
2.5	If this is a student application, please provide the Module code here	INFO901
2.6	Is this project a staff application that utilises work partially or wholly undertaken by students who are not participants (e.g. data collection undertaken by a researcher's class)?	Not applicable
2.7	If so, please clearly describe what the role of these students is to be in this research, what the work will be used for explicitly (including any issues regarding authorship of research outputs such as journal articles), and what steps have been taken to ensure students are aware of this.	Not applicable
2.8	Name of other Researcher(s) and positions. (If this is a student application please provide the name(s) of the project supervisor(s) and indicate that they are supervisors here.)	Dr Kay Fielden
2.9	Contact Details of other researchers and/or supervisors (Telephone and Email)	Telephone: Email: <a href="mailto:Kay.Fielden@wintec.ac.nz">Kay.Fielden@wintec.ac.nz</a>
2.10	Is this application:	<input checked="" type="checkbox"/> A new application <input type="checkbox"/> A subsequent approval request following a significant change to an already approved application
	Projected start date for <u>data collection</u> (once this ethics application is approved. Please note, projects can only begin once applications have been approved, regardless of the level of risk): July 15, 2020	
	Projected end date: End of semester	

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This research is a study on the impact of digital marketing on SME business and the factors that influence SMEs to adopt Digital marketing in business. The major aim of this research proposal is to study the influence of digital marketing in SME's and identify the factors that influence SMEs to explore Digital Marketing in their business. Also discussed business performance,online sales, and after-sales in SME's by the influence of Digital Marketing.

An online survey will be used to gather participant opinions.

This project can apply the Digital Marketing Model(DMM) For SME's to identify the factors that influence SMEs to adopt digital marketing in business. This research will use online tools to analyse the results and retrieve answers to the research questions.

he following ethical issues and processes will be taken under consideration while undertaking this research project:

#### Risk of harm

The research will involve a literature review and a public survey. The survey will contain general questions related to the role of digital marketing in organizational activities. There will be no discomfort arising from the nature of the questions. There will be no professional or employment risk for participants. The survey will not be gathering any information related to discrimination of either people or groups. There is no illegal collection of information, which would make participants in financial risk, loss in professional and personal relationships, or employability.

#### Informed and voluntary consent

The participants will be given explanations of nature, purposes, and expected duration of the research. This study will only contain candidates over the age of 18 who are in an independent situation. This survey focuses on SMEs in India. This research will not include participants who the researcher can identify as being unable to give written consent for any reason or who are unable to provide informed consent.

#### Privacy and confidentiality

The research only involves the public. The participants will not be identified individually. The research needs to analyze some of the organizational services or practices. The data collected will be of a summarized group of organizations. The data analysis will also not be identified individually. All results will be dedicated to a group of organizations.

#### Deception

There will be no deception of participants, including concealment and covert observations.

#### Conflict of interest

There are no conflicts of interest for the researcher. The research will not include any participants from Wintec.

#### Compensation to participants

There will not be any payments or inducements to participants.

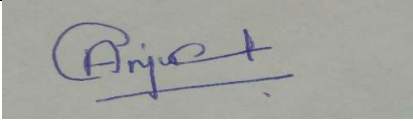
#### Procedural

This research does not require any further ethical requirement or approval from an outside organisation, or a Wintec Institutional Consent form.

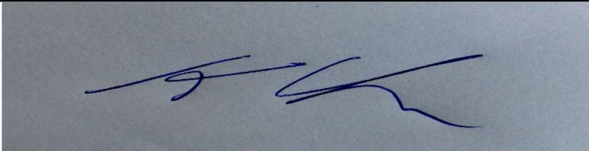
#### Other cultural considerations

The target population is from India. This research does not target any any Indian culture, and no aspects of this project might raise specific cultural issues.

Researcher(s) signature(s) (the name and signature of all researcher(s) are to be included):

Anju Vallomparambil Sebastian		20/7/2020

Primary Supervisor's signature (if this is a student application):

Dr. Kay Fielden		20/7/2020

Research Leader's signature:


HERG Chairperson or delegated representative's signature (RPGO use only):		



## COMPLETING THIS FORM

Please note: A low risk research project is one in which the nature of the potential/actual risk of harm to participants or the researcher is minimal and no more than is normally encountered in daily life. If, as a staff member, you are new to research or are in any doubt as to which application to submit, please consult with your Research Leader. If you are a student, your supervisor will be able to give you advice. If you are still in any doubt, don't hesitate to consult the RPGO.

### Specific Instructions

- All questions are to be answered. Note the questions within require a mix of descriptions, yes/no answers and cross the box (Double-click on check boxes with your mouse and select 'Checked' from the options under 'Default Value').
- Research Leaders need to review the information in this form and sign it off prior to application being made to the RPGO.
- Please forward one signed original copy to the RPGO, together with an electronic version to [research@wintec.ac.nz](mailto:research@wintec.ac.nz).
- Low Risk Human Ethics in Research Applications also need to be accompanied by a copy of the Information Sheet, Consent Form, and any Questionnaires or Interview Schedules for consideration. If Questionnaires/ Schedules are not yet confirmed, please supply the latest draft.
- No questions are to be deleted, even those that you feel you are not required to answer.
- No part of the research requiring ethical approval should commence prior to approval being confirmed.
- Applicants will receive an official confirmation of submission via email from the RPGO once all conditions of this form have been completed.
- If you want to apply for an extension on a previously approved project, please contact the RPGO, as you will probably not need to submit a separate application.
- Applicants will be advised of the outcome of their application to the Human Ethics in Research Committee no later than ten working days after the completed and confirmed submission of this application.

Research project title:	What are the digital marketing factors that impact on Small to Medium scale Enterprises?
Name of primary researcher:	Anju Vallomparambil Sebastian

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Attached please find (as applicable) in the order listed below	
Completed HERG Low Risk Application Form	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Consent Form for participants	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Information Sheet for participants	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Copy of Focus Group Questions, Interview Schedule, or similar	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No

## The Impact of Digital Marketing on SMEs in Business

### Participant Consent Form

I..... (participant's name) consent to being a participant in the above titled research project, and I attest to the following:

1. I have been informed fully of the purpose and aims of this project.
2. I understand the nature of my participation.
3. I understand the benefits that may be derived from this project.
4. I have been informed of any potential harmful consequences to me of taking part in this project.
5. I understand that I may withdraw from the project at any time (without any penalties).
6. I understand that my anonymity and privacy are guaranteed, except where I consent to waive them.
7. I understand that information gathered from me will be treated confidentially, except where I consent to waive confidentiality.
8. I agree to maintain the anonymity and privacy of other participants, and the confidentiality of the information they contribute.

By completing this survey, I provide my consent to participate in this research.

Participant..... Date.....

Principal Researcher..... Date.....

## Participant Information Sheet

Project Title: What are the digital marketing factors that impact on Small to Medium scale Enterprises?

Institution: Wintec, Hamilton City Campus

Researcher: Anju Vallomparambil Sebastian

### About the survey

I would like to invite you to take part in this research study by completing an online survey. Before you go ahead, please take some time to read the following information which will help you understand the purpose of this research and what it would involve. You can discuss it with others, and feel free to ask questions if there is anything that you may not be sure about. Thank you for reading this.

### Purpose of this research

To estimate the usefulness of digital marketing in SME, it is important to evaluate how digital marketing is reaching to the common people or audience. Besides, how digital marketing is influencing their purchasing decisions. Then, it is vital to recognize how digital marketing affects SMEs business and find out its overall impact on their business performance. There are some studies to recognize the elements that give to the adoption of digital marketing. These all are limited to particular regions and cannot be comprehensive for SME. This study aims to examine the elements that impact SME's globally to adopt digital marketing for their

business. This research also tries to evaluate the various methods in which digital marketing affects SME's in business.

I will use an online survey to gather the views of people for project.

#### About the researcher

This research is conducted by Anju Vallomparambil Sebastian, a student of Wintec, Hamilton City Campus as part of her Masters in Applied Information Technology research project.

This is a self-funded project, and the researcher will not receive any personal financial benefit from your involvement in this research project.

#### Expectation from participants

You have been invited to participate in this research because you are 18 years of age and above and have used digital media. You have the required knowledge and experience that can prove to be significant for this research.

#### Duration of the survey

This online survey will not take more than 15 minutes of your time to complete.

#### Explain where the data will be collected

The information will be collected through an online survey.

#### What will happen to the information provided?

The information provided by you will be used to generate results for this research project.

#### Do you have to participate?

If you are of 18 years of age and above, you are invited to participate in this research.

Participation in this online survey is voluntary. It is up to you to decide whether you wish to participate. However, if you wish to go ahead, you can keep a copy of this information sheet and you should indicate your agreement in the online consent form. You are free to withdraw your participation at any point of time without providing any reason.

Will your participation be kept confidential?

All the information collected from you during the course of the research will be kept confidential. You will not be identified in any form.

Will your participation be acknowledged and how?

Every participant's information will be kept confidential. The results of this research will be made available to the participants only on request.

Where will the research results be made available?

The results of this research will be published in the research report. Your information will be kept confidential at all times. However, if you wish to receive a copy of this report, kindly send an email to the author.

Contacts for further information

Anju Vallomparambil Sebastian

Primary Researcher

Student at Waikato Institute of Technology

Pursuing Masters in Applied IT

Email id: anju1tk@gmail.com

Residential address: 9 A Odette street, Bader, Melville, Hamilton 3206, Waikato, New Zealand

Contact number: 022-576-2014

Dr. Kay Fielden

Primary Supervisor

Staff at Waikato Institute of Technology

Email id: [kayafielden@gmail.com](mailto:kayafielden@gmail.com)

Date: 20/7/2020